

<http://pharma.theglobalmail.org/>

**Pharmaceutical companies are banned from advertising prescription drugs directly to Australian consumers. But they can promote their products to doctors and other health professionals, including through sponsored “education events”.**

The money pharmaceutical companies pay to doctors in the form of consultancies, speeches, travel, grants and gifts is mostly secret. Since 2007, however, many drug companies — the members of self-regulatory body *Medicines Australia* — have been required to provide at least some information about the medical education events they hold, including the cost of food, wine and hospitality.

*The Global Mail* has created a database of these reports. Here are some key facts and figures we have been able to extract from the data.

## THE BIG PICTURE

Pharmaceutical companies spent an average of

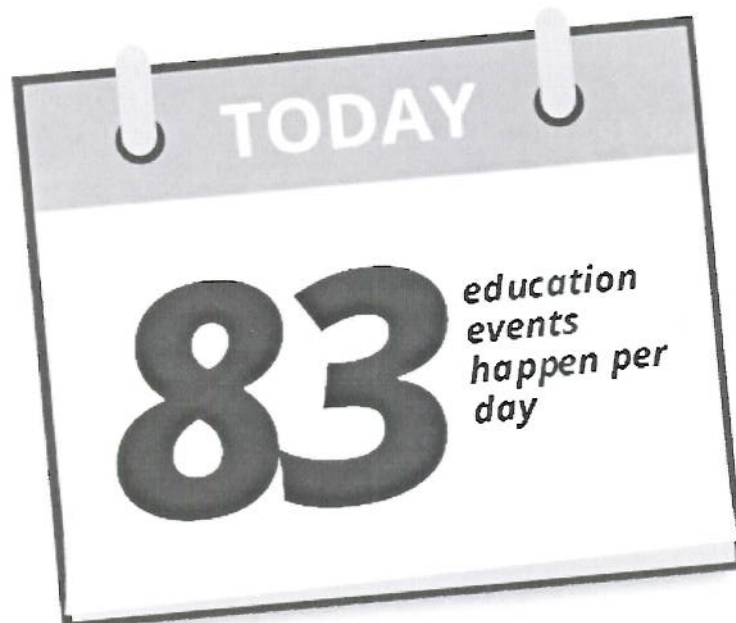
# \$1,117,153

*every week on education events in Australia.*

*Between July 2007 and September 2012 they spent \$300,486,715.  
That's \$58,091,976 a year.*

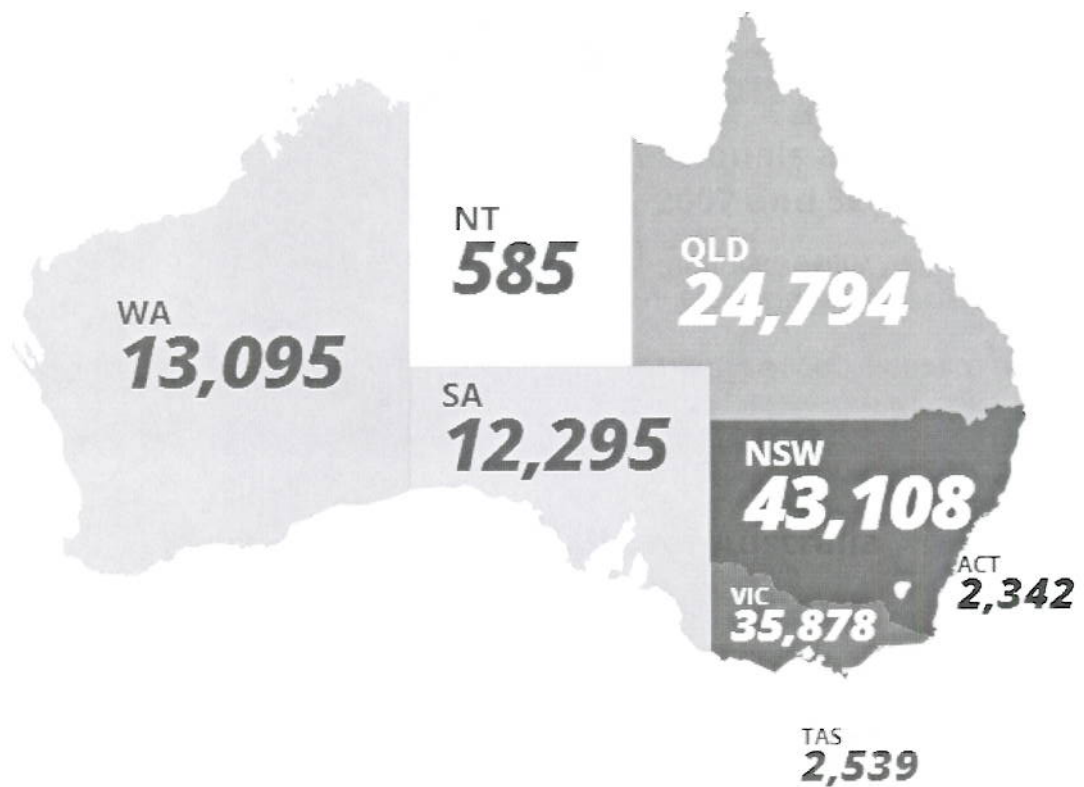
How many events is that in total?

# 155,802





These events happen all over Australia



Figures represent total events for each state since July 2007.

## And the really lucky doctors are given trips overseas

There were more than 40 overseas destinations listed. Here are the three most visited countries\*.



### United States

EVENTS  
**1610**  
COST  
**\$3,916,676**

### New Zealand

EVENTS  
**149**  
COST  
**\$1,763,910**

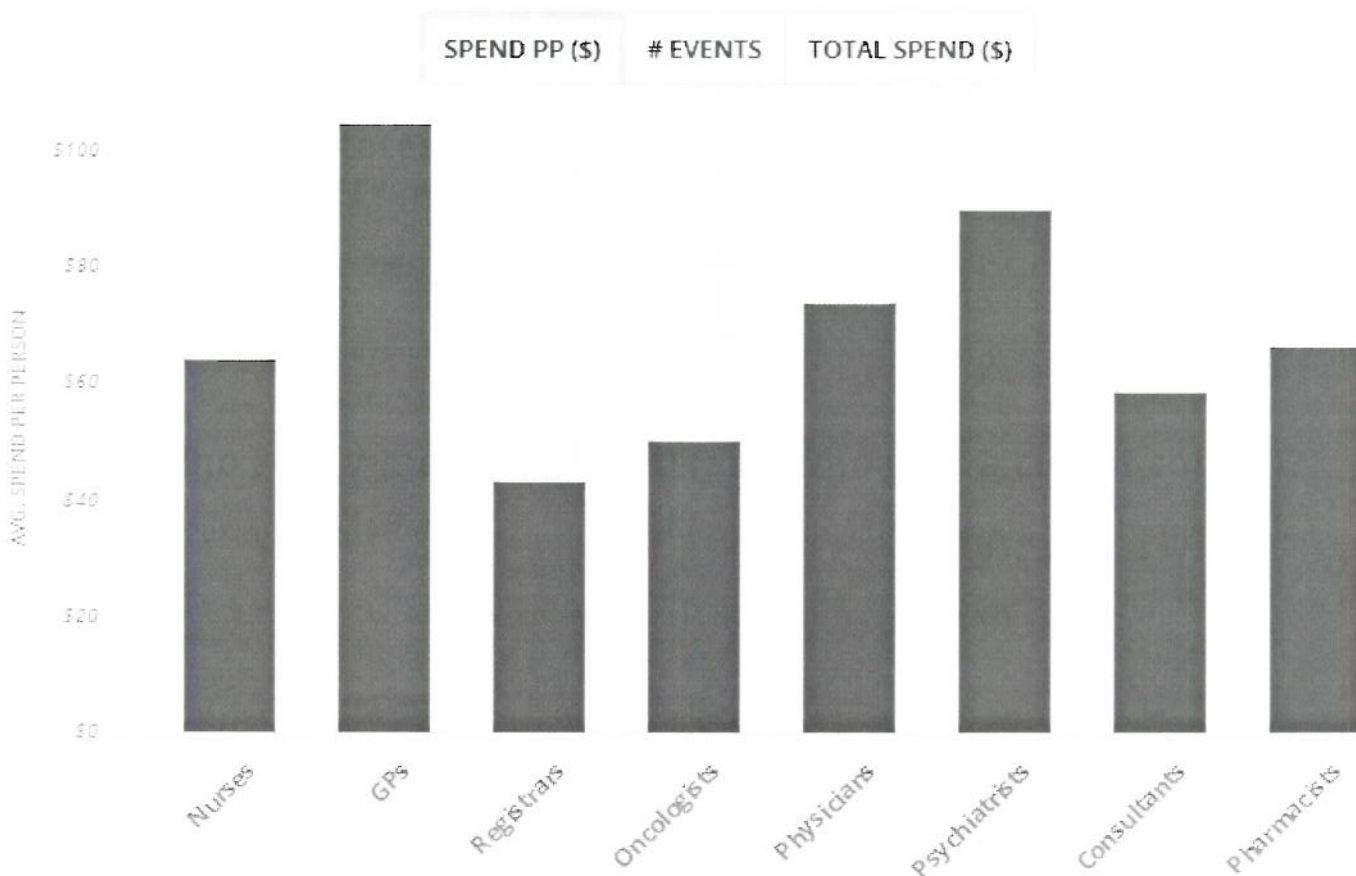
### Germany

EVENTS  
**99**  
COST  
**\$215,581**

*\*Companies sponsored hospitality and/or travel. Figures represent total events for each country July 2007 - Sept 2012.*

## Who gets wined and dined (and who gets a cup of coffee)?

Breaking down the Big Pharma spend on education events by attendee type.



*\*In the data, nurses aren't usually categorised into specialties so we have grouped them into a single category. More doctors than nurses attended events, but doctors have been divided into areas of specialty.*

### Chronic education

Big Pharma's education events are more likely to focus on chronic illnesses. What are the top five illness types by spend?





	<b>Heart Disease</b>	\$43,793,787
	<b>Mental Illness</b>	\$37,733,709
	<b>Cancer</b>	\$34,442,361
	<b>Diabetes</b>	\$26,227,797
	<b>Ageing</b>	\$23,164,247

*Figures represent total spend on events that discussed each illness type (July 2007 - Sept 2012). These events might have covered more than one topic, and there is crossover between the categories.*

The average spend per person (PP),  
at one of these events is

**\$68.57**

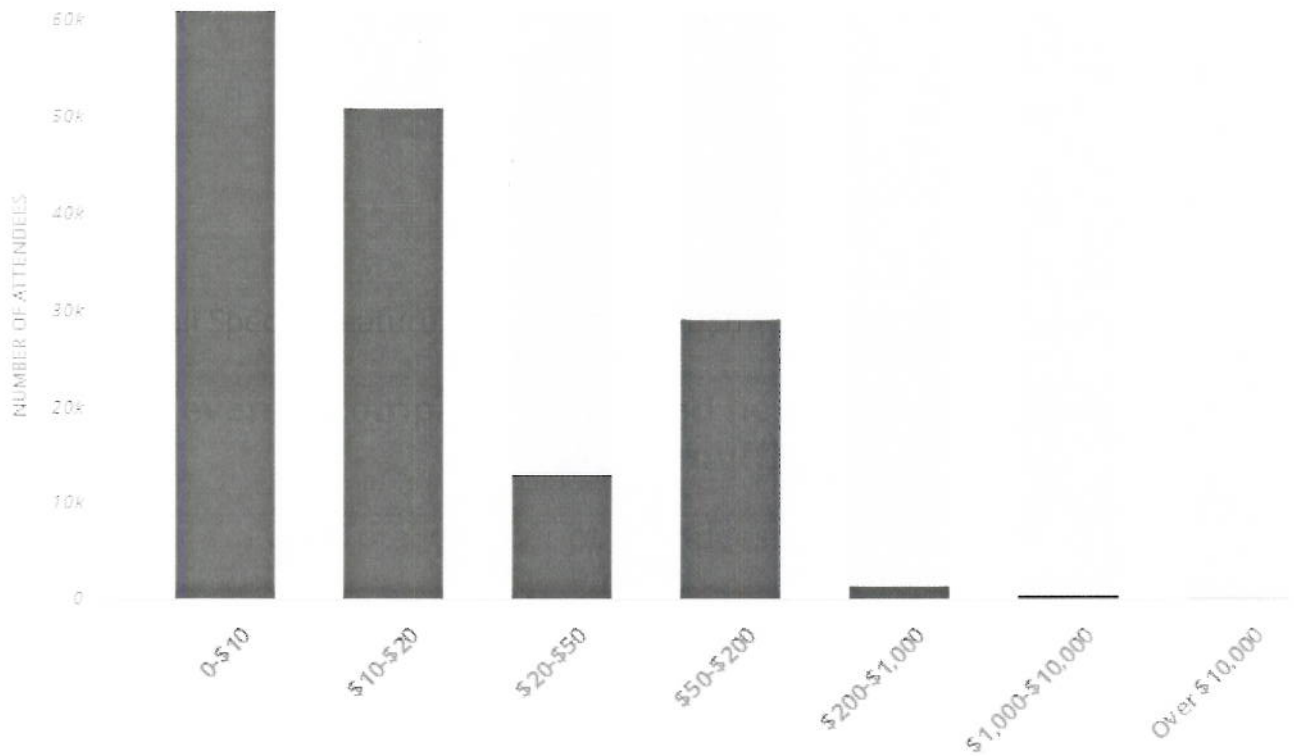
TOTAL EVENTS PER PRICE RANGE

	UNDER \$10 PP <b>60,995</b> EVENTS		\$10-\$20 PP <b>50,910</b> EVENTS
	\$20-\$50 PP <b>13,026</b> EVENTS		OVER \$50 PP <b>30,871</b> EVENTS



**At most events, companies supplied hospitality equivalent to a coffee and a muffin.**

Total number of attendees per price range:



Figures represent total spend on hospitality July 2007 - Sept 2012.

## RELATED STORIES



### A Million Dollars A Week

Debra Jopson, Clare Blumer, Mike Seccombe

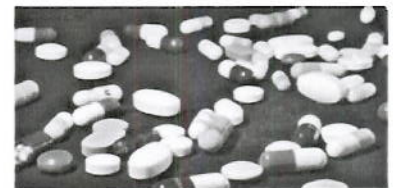
That's what Big Pharma reports spending on educational events in Australia. *The Global Mail's* new database exposes the murky relationships between drug-makers and doctors.



### A Blood-Curdling Path To Market

Debra Jopson, Clare Blumer

A *Global Mail* investigation charts the troubled path to market of Pradaxa, the controversial stroke-prevention drug, as its PBS listing hangs in the balance.



### Who's Your Doctor Dining With?

Clare Blumer, Mike Seccombe

Suppose someone bought you a round-trip, business-class flight to Paris or New York. Would you feel that you owed them?

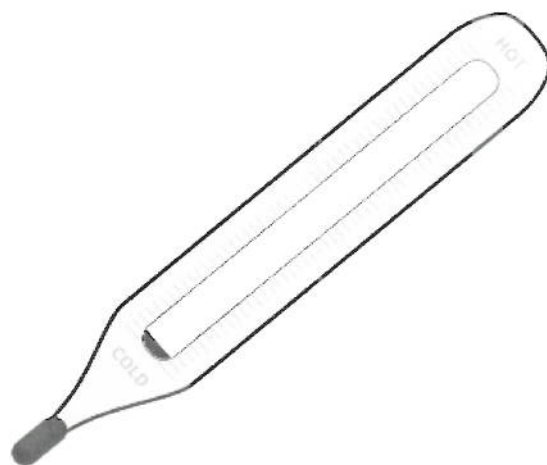
## WHAT'S UNKNOWN

Pharma companies **don't have to name the medical professionals who attend** sponsored events, so *there's no public record of your own doctor's participation.*



And because of loose reporting rules, **it's often unclear which drugs are advertised** at these events.

This data represents only a small portion of the companies' marketing budgets and **doesn't include all the money they pay for health professionals** to speak at conferences, sit on advisory panels or write academic papers.



## BIGGEST SPENDERS

<i>COMPANY</i>	<i>DOLLARS SPENT</i>	<i>ATTENDEES</i>	<i>EVENTS</i>	<i>REPORTS</i>
<b>Pfizer Australia</b>	<b>\$38,417,622</b>	<b>454,628</b>	<b>16,174</b>	<b>11/11</b>
<b>AstraZeneca</b>	<b>\$36,631,357</b>	<b>480,276</b>	<b>18,429</b>	<b>11/11</b>
<b>Janssen-Cilag</b>	<b>\$21,169,952</b>	<b>259,606</b>	<b>8,514</b>	<b>11/11</b>
<b>Novartis Pharmaceuticals Australia</b>	<b>\$18,183,877</b>	<b>253,746</b>	<b>12,432</b>	<b>11/11</b>
<b>Roche Products</b>	<b>\$17,116,251</b>	<b>219,255</b>	<b>9,952</b>	<b>11/11</b>
<b>Merck Sharp &amp; Dohme Australia</b>	<b>\$14,899,971</b>	<b>221,214</b>	<b>10,525</b>	<b>10/10</b>
<b>Eli Lilly Australia*</b>	<b>\$12,678,611</b>	<b>151,079</b>	<b>7,649</b>	<b>8/11</b>
<b>Sanofi-Aventis Australia</b>	<b>\$12,518,498</b>	<b>208,680</b>	<b>8,178</b>	<b>9/9</b>
<b>Amgen Australia</b>	<b>\$12,355,176</b>	<b>122,976</b>	<b>6,101</b>	<b>11/11</b>
<b>Boehringer Ingelheim</b>	<b>\$11,579,785</b>	<b>92,563</b>	<b>3,314</b>	<b>11/11</b>
<b>Alcon Laboratories Australia</b>	<b>\$10,332,335</b>	<b>27,885</b>	<b>230</b>	<b>11/11</b>
<b>GlaxoSmithKline Australia</b>	<b>\$9,543,331</b>	<b>199,781</b>	<b>6,267</b>	<b>11/11</b>
<b>Servier Laboratories (Australia)</b>	<b>\$9,207,902</b>	<b>136,912</b>	<b>5,133</b>	<b>11/11</b>



The Global Mail Special Feature: The Great Pill Pu\$h – Marketing Medicines in Australia

<b>Mundipharma</b>	<i>\$6,648,517</i>	<i>116,021</i>	<i>2,964</i>	<i>11/11</i>
<b>Novo Nordisk Pharmaceuticals</b>	<i>\$6,078,570</i>	<i>90,200</i>	<i>2,876</i>	<i>11/11</i>
<b>Wyeth Australia</b>	<i>\$4,662,544</i>	<i>55,121</i>	<i>1,955</i>	<i>5/5</i>
<b>CSL</b>	<i>\$4,580,188</i>	<i>85,780</i>	<i>2,394</i>	<i>11/11</i>
<b>Allergan Australia</b>	<i>\$4,402,399</i>	<i>91,216</i>	<i>1,591</i>	<i>11/11</i>
<b>Abbott Australasia*</b>	<i>\$4,251,164</i>	<i>128,078</i>	<i>2,933</i>	<i>10/11</i>
<b>Lundbeck Australia</b>	<i>\$3,516,036</i>	<i>39,279</i>	<i>2,176</i>	<i>11/11</i>
<b>Gilead Sciences</b>	<i>\$3,195,704</i>	<i>47,080</i>	<i>2,407</i>	<i>11/11</i>
<b>Bayer Australia</b>	<i>\$2,951,090</i>	<i>72,867</i>	<i>3,113</i>	<i>11/11</i>
<b>Ipsen</b>	<i>\$2,904,177</i>	<i>72,100</i>	<i>2,139</i>	<i>11/11</i>
<b>Biogen Idec Australia</b>	<i>\$2,865,601</i>	<i>28,868</i>	<i>1,055</i>	<i>11/11</i>
<b>Merck Serono Australia</b>	<i>\$2,581,965</i>	<i>35,238</i>	<i>1,429</i>	<i>6/6</i>
<b>UCB Australia*</b>	<i>\$1,688,372</i>	<i>274,486</i>	<i>845</i>	<i>11/12</i>
<b>Actelion Pharmaceuticals Australia</b>	<i>\$1,421,328</i>	<i>31,577</i>	<i>643</i>	<i>11/11</i>
<b>Solvay Pharmaceuticals</b>	<i>\$1,206,221</i>	<i>10,757</i>	<i>366</i>	<i>5/5</i>

<b>Shire Australia</b>	<i>\$949,546</i>	<i>13,035</i>	<i>700</i>	<i>8/8</i>
<b>Baxter Healthcare*</b>	<i>\$916,974</i>	<i>13,642</i>	<i>721</i>	<i>10/11</i>
<b>Takeda Pharmaceuticals Australia*</b>	<i>\$904,329</i>	<i>19,378</i>	<i>822</i>	<i>8/10</i>
<b>Organon (Australia)</b>	<i>\$767,852</i>	<i>14,155</i>	<i>487</i>	<i>3/3</i>
<b>Celgene Australia</b>	<i>\$739,579</i>	<i>11,703</i>	<i>469</i>	<i>11/11</i>
<b>Genzyme Australasia*</b>	<i>\$523,783</i>	<i>20,336</i>	<i>1,288</i>	<i>9/11</i>
<b>Sanofi Pasteur*</b>	<i>\$486,465</i>	<i>18,943</i>	<i>150</i>	<i>4/6</i>
<b>Fit BioCeuticals</b>	<i>\$456,131</i>	<i>52,028</i>	<i>115</i>	<i>3/3</i>
<b>iNova Pharmaceuticals Australia</b>	<i>\$398,879</i>	<i>4,358</i>	<i>186</i>	<i>9/9</i>
<b>Norgine</b>	<i>\$384,325</i>	<i>13,968</i>	<i>246</i>	<i>11/11</i>
<b>Pharmion</b>	<i>\$372,910</i>	<i>2,532</i>	<i>174</i>	<i>1/1</i>
<b>LEO Pharma</b>	<i>\$266,896</i>	<i>2,074</i>	<i>98</i>	<i>3/3</i>
<b>Innovex</b>	<i>\$260,389</i>	<i>2,376</i>	<i>125</i>	<i>5/5</i>
<b>Alphapharm</b>	<i>\$237,253</i>	<i>9,727</i>	<i>711</i>	<i>2/2</i>

<b>Fresenius Kabi Australia</b>	<b>\$159,745</b>	<b>8,154</b>	<b>415</b>	<b>3/3</b>
<b>Astellas Pharma Australia</b>	<b>\$84,114</b>	<b>1,530</b>	<b>55</b>	<b>2/2</b>
<b>Stiefel Laboratories, Inc.</b>	<b>\$52,741</b>	<b>2,146</b>	<b>23</b>	<b>2/2</b>
<b>Vifor Pharma</b>	<b>\$50,390</b>	<b>66</b>	<b>1</b>	<b>1/1</b>
<b>Smith &amp; Nephew</b>	<b>\$24,750</b>	<b>687</b>	<b>7</b>	<b>6/6</b>
<b>A Menarini Australia</b>	<b>\$12,721</b>	<b>127</b>	<b>4</b>	<b>2/2</b>

**NOTES ABOUT THIS DATA:**

There have been 10 six-monthly and 1 three-monthly reporting periods since July 2007, when it became mandatory for pharmaceutical companies that are members of Medicines Australia to submit reports on their sponsored education events.

Our database accounts for about 95 per cent of the data in those reports. While our stalwart data researchers have done their best to load all the PDFs, some are trickier than others to feed into our database. This is particularly the case with large companies Eli Lilly Australia (three reports yet to input) and Sanofi-Aventis (two left to input).

The overall totals will change when those final reports are included, and those companies' positions in the overall list may also change.

For some companies, the complete set of spreadsheets may be less than 11; this is often because companies have merged or been acquired by another company.

Some are new companies or have shut down since 2007.

Some companies have left Medicines Australia and joined other membership groups (e.g. Alphapharm joined the Generic Medicines Industry Association).

## USE THE DATA

If you are interested in analysing the data yourself download the spreadsheets below. Please note that the overall spreadsheet contains more than 150,000 events.

To provide feedback on how we can improve this resource, or to suggest further data investigations, please email [bigpharma@theglobalmail.org](mailto:bigpharma@theglobalmail.org)

