

# Understanding Pharma A Primer On How Pharmaceutical Companies Really Work

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the pharmaceutical industry long thought of as a recession proof investment now faces

a day of reckoning the reasons for this impending downfall are not hard to discern the prices the industry charges for its prescription drugs have escalated at four to five times the cost of living increases during the past two decades and have reached a point where 30 of americans must choose between filling a prescription paying for housing and buying food this has brought about public pressure on governments around the world to control drug prices yet the world s twenty largest pharma companies realized 80 of their growth as a result of exorbitant price hikes pharma currently enjoys its extraordinary profitability by exploiting the world s most vulnerable populations yet even their ability to increase prices in the face of falling demand does not satisfy their profit demands the breadth and depth of pharma s marketing transgressions exceed those of any other industry and have now reached a point where authorities around the world have found it necessary to take legal action against its violations drastic change is needed if the pharmaceutical industry can equitably advance the health of the world s population and regain public esteem this book illustrates the range and extent of pharma s violations and addresses the actions that should be implemented in order to make the drug industry a more constructive less venal part of contemporary society it will be of interest to researchers academics practitioners and students with an interest in the pharmaceutical industry healthcare management regulation and bioethics

this is the first book devoted to examining why some issues proposed by aggrieved individuals or groups are denied access to policy agendas the book contains case studies that look at the policy process from the perspective of the strategies opponents often use to ensure agenda denial strategies usually motivated by perceived threats to widely held world views and identities

the growth of government programs and managed care has altered how pharmaceuticals are marketed and sold in the united states such change has shortened the expected revenue stream from most products even though new technologies have increased both the cost and the medical attractiveness of those products managers of government and private health care programs are looking for new ways to reduce the cost of drug benefits while company r d managers are seeking ways to speed the regulatory process and develop new markets to cover the increasing cost of research this volume examines various aspects of the continuing policy dispute and offers several views on the future of the pharmaceutical industry

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