

SELLING SICKNESS

HOW DRUG COMPANIES ARE TURNING US ALL INTO PATIENTS

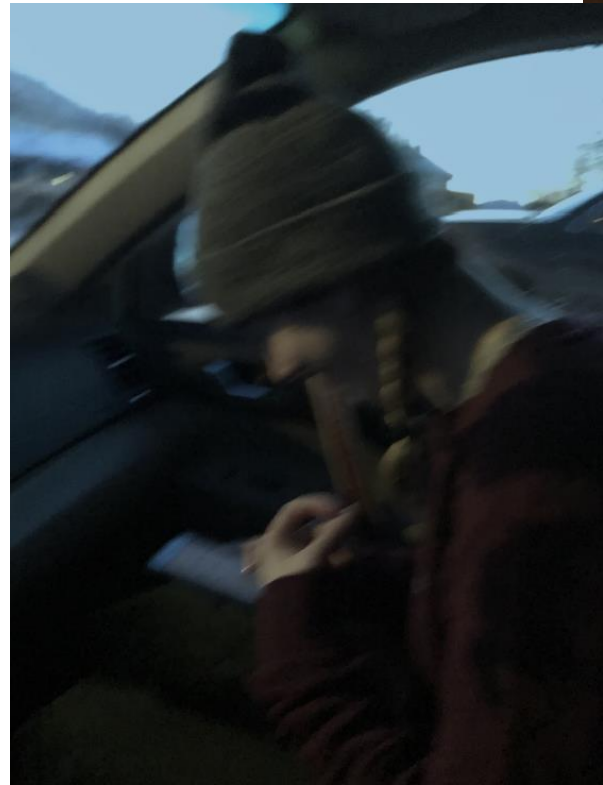
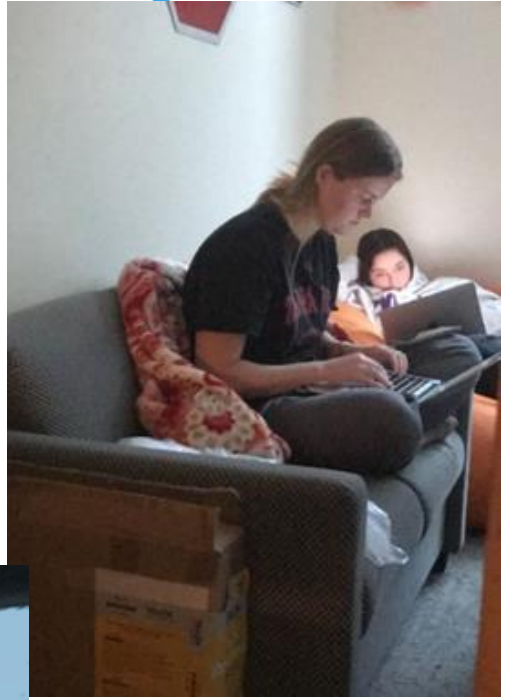
RAY MOYNIHAN & ALAN CASSELS



FOOD?

1. What did you eat/drink for breakfast this morning?
2. How long did you take to eat? Sitting? Standing?
3. What did you have for dinner last night?
4. What is your **all time** favorite food/meal?
5. What food(s) do you absolutely hate?
6. Snack foods? How often?
7. Overall caloric intake of food/day?
8. Family food rules? What were yours?
9. How has COVID-19 shaped or re-shaped your eating habits?
10. How has college shaped or re-shaped your eating habits?

PHOTO-ESSAYS on Posture, Breathing, and Tech Device Use-Findings?



Selling Sickness

Background on Authors/Researchers

► Author: Ray Moynihan

- Australian
- Investigative journalist at the Australian Broadcasting Corporation
- Researcher – Social Science of Health
- Editor at the British Medical Journal
- Teaches at the University of Newcastle (Queensland, Australia)



► April Fools day spoof 2006: **Motivational Deficiency Disorder (MDD)**

- A medical disorder related to laziness. “Extreme laziness may have a medical basis” and that “motivational deficiency disorder can be fatal, because the condition reduces the motivation to breathe.” Despite the condition being poorly understood, it is also “underdiagnosed and undertreated.” A person living with the condition complained that they would spend all day at the beach and accomplish virtually nothing.
- Global News outlets reported the disease as if this were a real disorder.

Books

View 3+ more



Selling Sickness
2005



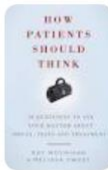
Sex, Lies and Pharmac...
2010



Ten Questions You Mus...
2008



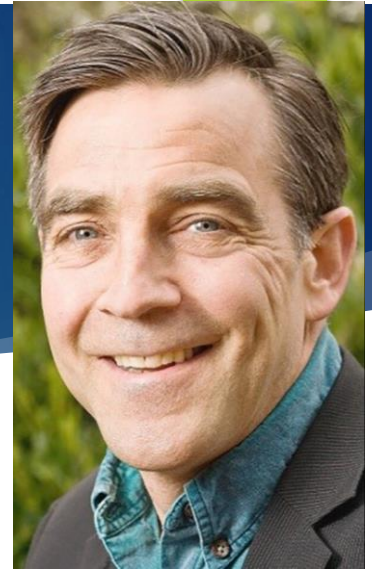
Too Much Medicine? The Busi...
1998



How Patients Should T...
2009

Selling Sickness

Background on Authors/Researchers



▶ Author: Alan Cassels

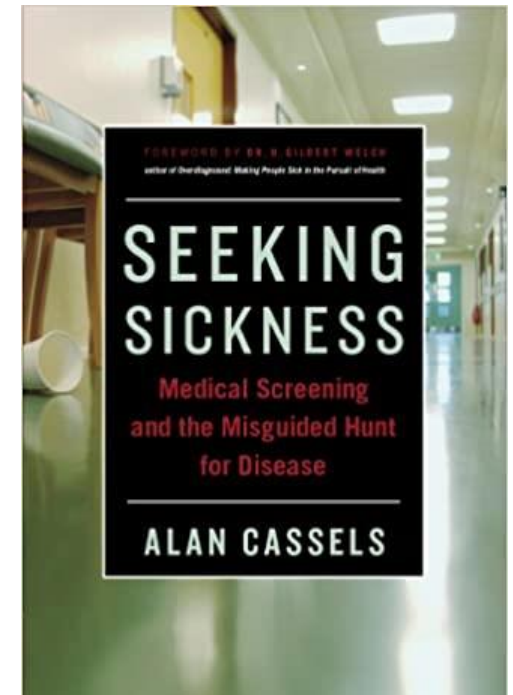
- **Canadian** Health Policy researcher
- Role of Gov't, Corporations and Individual Citizens
- Focus: Consumer's rights on health issues
- Medical Industrial Complex
- Teaches at the University of Victoria (British Columbia, Canada)

▶ Seeking Sickness: Medical Screening and the Misguided Hunt for Disease (2012)

- If you're facing a **screening test** for high cholesterol, low testosterone, breast or sexual dysfunction, someone is about to turn you into a patient whether you like it or not.

▶ Too much medicine?

- *Medicine is a force for good. However, it can be overused, underused and misused.*
- *Professional and commercial interests may collude in ways that do not serve the best interests of society or individual patients.*
- *Increasing evidence shows that overdiagnosis and overtreatment have been shown to extend to almost every field of medicine, from various cancers, psychiatric diseases, hypertension to a myriad of other conditions.*



OVERALL ARGUMENTS

From Selling Sickness

Overall:

- ▶ Side-effects are worse than the disease
- ▶ Dependency/addiction
- ▶ Aggressive marketing → Speed
- ▶ Testing/Time
- ▶ Wider definitions for more people
- ▶ Re-branding of the same medication for different “illnesses”
- ▶ Fabrication/construction/over-hyping of an “illness”
- ▶ FEAR! Media. Don't question. SCIENTIFIC CERTAINTY
- ▶ PHARMA—Research-testing-trials-application-long/short term results
- ▶ No major checks and balances
- ▶ United States leads the way in this problematic area
- ▶ Most people don't know about this larger set of patterns, but we need to.

Chapters 1-3: High Cholesterol, Drs Big Pharma, Celebrity

From Selling Sickness

CH-1: CHOLESTEROL

- ▶ High C is just one factor
- ▶ Natural development as you age
- ▶ Everyone seems to suffer from it (?)
- ▶ Environmental causes (food and inactivity)
- ▶ High profit \$\$\$
- ▶ Fear factor
- ▶ Effective Drugs to lower certain types of C
- ▶ Heart Disease #1
- ▶ Captive audiences

CH-2: Doctors and BIG PHARMA

Docs are consumers (1st rnd)
Drs. As Opinion leaders
Implicit Trust in medical providers
Close ties- No transparency
Few of us have backstage knowledge or experience
Drs/nurses/med pros→Pharma
Placebo effects
Children—Suicide
Coming off the drug
No great protocols for getting people off certain drugs

CH-3: Celebrities to sell RX drugs

1. BIG \$\$\$\$
2. Education-Entertainment-Advertising
3. 1994 Drugs allowed to be advertised in major media (Deregulation campaign)
4. Patients to ask for specific drugs from their docs
5. Sports/Atheletes
6. Well-known/popular
7. Internet celebrity
8. Credentials???

10 QUESTIONS You Must Ask Your Doctor

How to Make Better Decisions About Drugs, Tests, and Treatments

Ray Moynihan

Overall: Developing empowering questions and a healthy skepticism

Questions about your DIAGNOSIS

1. Am I seeing the correct person for an accurate diagnosis?
2. Do I need a 2nd (or 3rd) opinion?
3. Do I really need that test? What is it likely going to tell us?
4. Do I really have that disorder/problem?

Questions about possible TREATMENT(s)

5. What are my different options for treatment?
6. How well does that treatment work?
7. What are the side effects of the treatment?
8. Will this procedure help in the short and long term?
9. What is the evidence?
10. What can I do to help myself?

How to make **better decisions** about drugs, tests and treatment



10 QUESTIONS
YOU MUST ASK
YOUR DOCTOR

ANTIBIOTIC HUNTERS ARGUMENTS:

1. WILDLIFE?

2. PLANTS?

3. HABITAT?

4. MARINE-OCEAN-WATER?

5. ANTIBIOTICS?

6. FOODS?

7. GMOs?

ASSIGNMENTS FOR NEXT WEEK:

1. TOPIC(s) → FOOD as MEDICINE – food for health
2. Michael Pollan: *UnHappy Meals* – NYTimes Magazine
3. Doc Screening-1 + Guide: *IN DEFENSE OF FOOD*
4. Doc Screening-2 + Guide : *UNBROKEN GROUND*



Michael Pollan & Oprah



Yvon Chouinard - Patagonia