

**REQUIRED COVER PAGE**

**APPLICATION FOR PROFESSIONAL DEVELOPMENT GRANT**



\*\*All questions must be completed to be considered for grant award.

<b>Choose one:</b> <input type="checkbox"/> Creative Activity <input checked="" type="checkbox"/> Research Activity <input type="checkbox"/> Professional Enhancement Activity	<b>Application Deadline Date:</b> <u>February 1, 2018</u> (i.e. October 1, February 1, or April)
	<b>Date of Last PDG Award</b> (Semester and Year awarded): <u>N/A</u>
	<b>Date of ATU Faculty Appointment</b> (Semester and Year): <u>Fall, 2015</u>

**1. Project Title:** "Pharmaceutical Faultfinders: Why Patients Need Protection from Critics of the Drug Industry" \_\_\_\_\_

**2. Name of Principal Investigator/Project Director:** Michael Brodrick

**3. Collge (abbrev):** Arts and Humanities **4. Department:** History and Political Science **5. Campus Mail Address:** Witherspoon Hall, Suite 255

**6. PI/PD Campus Phone:** 968-0265 **7. Amount Requested:** \$1,058.00 **8. Total Cost of Project:** \$1,058.00

**9. Will total funds awarded be expended by June 30<sup>th</sup> of the current fiscal year:** Yes  No \_\_\_\_\_

**10. If not, what is the total to be expended this fiscal year:** \$ \_\_\_\_\_

**11. What is the total to be carried over to the next fiscal year:** \$ \_\_\_\_\_ (if approved by the VPAA)

**12. Project Completion Date:** March 16, 2018 **13. Travel Dates:** March 15-17, 2018  
(if applicable)

**14. Does this project involve:**

**Yes No**

- human subjects?
- animals/animal care facility?
- radioactive materials?
- hazardous materials?
- biological agents or toxins restricted by the USA Patriot Act?
- copyright or patent potential?
- utilization of space **not** currently available to the PI/PD?
- the purchase of equipment/instrumentation/software currently **available** to the PI/PD?

**NOTE:** If the answer is "yes" to any of the above questions, the investigator must attach appropriate documentation of approval or justification for use/purchase.

**SIGNATURES**

**Department Contribution** (if applicable): \$ \_\_\_\_\_

Account Number: \_\_\_\_\_

\_\_\_\_\_  
**Chairperson Date**

**College Contribution** (if applicable): \$ \_\_\_\_\_

Account Number: \_\_\_\_\_

\_\_\_\_\_  
**Dean Date**

**This Section to be completed by the Office of Academic Affairs**

Previous PDG Award final report received: Yes \_\_\_\_\_ No \_\_\_\_\_

PDC Committee Award Recommendation: Yes \_\_\_\_\_ No \_\_\_\_\_

PDC Committee Proposal Rank: \_\_\_\_\_ of \_\_\_\_\_ Total Proposals.

Recommendation of VPAA: Yes \_\_\_\_\_ No \_\_\_\_\_ Recommendation of President: Yes \_\_\_\_\_ No \_\_\_\_\_

Award Date: \_\_\_\_\_

#### Restatement of the Problem Researched:

The research project that I presented to the Interdisciplinary Symposium responded to common criticisms of the ethics of pharmaceutical marketing practices, especially direct-to-physician (DTP) marketing, and suggested how those practices should be regulated. Academic critics of the drug industry have, as a rule, been quick to condemn DTP marketing as unethical. I argued in this presentation that such criticisms overlook the unique economics of the industry and that consideration of those economic realities shows why DTP marketing is beneficial on net balance. To explain why certain forms of regulation should be avoided, I applied an economic theory of legislation to the drug industry.

#### Review of the Professional Enhancement Opportunity:

My area of specialization, health care ethics, is an interdisciplinary area of inquiry that encompasses philosophy, politics, economics and law. Making an impact in the field requires developing substantial expertise in all four of those areas. Networking with academics and other professionals outside of Philosophy is therefore essential for success. The annual Interdisciplinary Symposium, organized by Dr. Robin McCutcheon, Associate Professor of Economics at Marshall University, is a unique forum that brings together philosophers, economists, policy makers and business leaders, including current and former pharmaceutical executives. I brought my research project to the Interdisciplinary Symposium seeking constructive criticism from this diverse community of experts.

#### Summary of Experiences Had:

I came to the Interdisciplinary Symposium with a rough idea of the arguments that I wanted to make. Some of those involved sophisticated economic analysis of competition under monopoly-like conditions. I benefitted from discussions with several economists whose teaching and research make them especially familiar with such market conditions. I also benefitted from conversations with former pharmaceutical executives. They helped me understand the marketing behaviors of pharmaceutical firms from an insider's perspective. The feedback that I received at the Interdisciplinary Symposium led me to restructure my arguments and to re-write large sections of the manuscript that I had been developing. I went back to the drawing board this past summer and produced a more mature manuscript. That manuscript is now being considered for publication in the *Journal of Medicine and Philosophy* (Oxford University Press).

#### Conclusions:

Presenting my research at the Interdisciplinary Symposium greatly enhanced my project and increased its chances of being accepted for publication by a leading journal in the field. Furthermore, I connected with academics and other experts with whom I look forward to collaborating in the future. None of this would have been possible without this Professional Development Grant.

#### Documentation:

The following abstract describes my research project in its revised and enhanced form:

For decades, scholars have vigorously debated the ethics of pharmaceutical marketing practices, especially direct-to-physician (DTP) marketing. At issue is not just the ethics of DTP marketing, as many interpret the practice as a symptom of the drug industry's decline. The debate thus has important implications for the future of drug discovery, the cost of medical care and the lives of patients. Yet no definitive conclusion has been reached. This is due in part to a failure to distinguish between two different inquiries: one that seeks to determine whether DTP marketing is ethical and another that aims to evaluate the drug industry's performance. These distinct inquiries should be pursued separately. If the drug industry is underperforming, the first question that should be asked is why that is the case. A better understanding of what ails the industry makes it possible to

envision how the industry would look if its health were restored. This both clarifies the ethics of DTP marketing and suggests appropriate policy responses to concerns about the industry's current performance.

This paper argues that government interventions, not greed, best explain why the drug industry may be underperforming. These interventions, such as patent laws and a pre-market approval system of pharmaceutical regulation, are intended to correct market imperfections but instead create further imperfections. Absent such interventions, a market failures theory of business ethics applied to the drug industry would provide a stronger ethical justification of profit seeking by pharmaceutical firms, a duty to maximize profits and perhaps a duty to engage in honest marketing activities, including DTP marketing. This is an advance over previous efforts to defend DTP marketing on consequentialist grounds, without providing a justification of profit seeking. A more efficient market for pharmaceuticals would mitigate most concerns about the ethics of DTP marketing. It is argued that existing laws and regulations should be reformed in ways that improve the efficiency of pharmaceutical markets. In particular, patent laws should be reformed in ways that mitigate the anticompetitive effects of patent monopolies, and a certification system should replace the current system of pre-market approval by which new drugs are evaluated for safety and efficacy. The tax exemption for employer provided health insurance should be eliminated. Finally, these reforms are defended against objections.