

**Medical professionals prescribe for profit.**

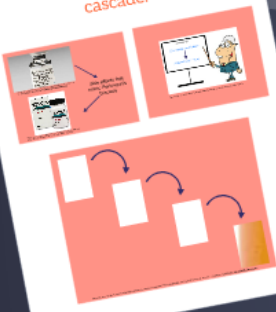


Medical professionals are often influenced by pharmaceutical companies to prescribe more expensive drugs, even when cheaper alternatives are available. This is often done to increase their own income or the income of their institution.



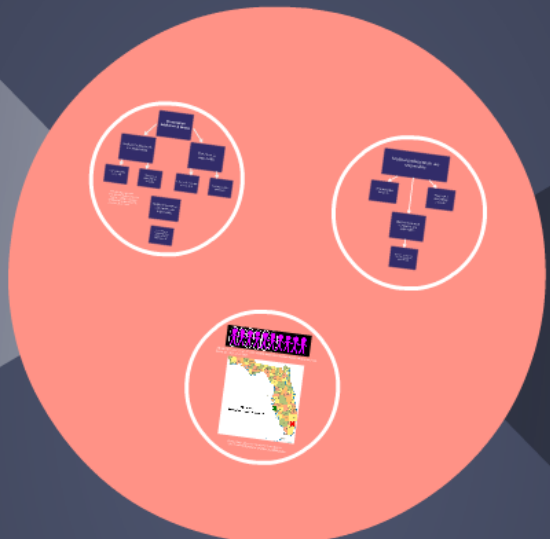
The pharmaceutical industry spends billions of dollars on marketing and sales, often targeting medical professionals. This can lead to over-prescription and increased costs for patients and the healthcare system.

**Medical professionals use a prescribing cascade.**



A prescribing cascade occurs when a medical professional prescribes a drug to treat a side effect of another drug. This can lead to a cycle of increasingly expensive and potentially harmful drugs.

Medical Professionals



Biopharmaceutical Companies

**Biopharmaceutical companies force a marketing push on medical professionals.**



Biopharmaceutical companies often use aggressive marketing strategies to push their products on medical professionals. This can include lavish dinners, travel, and other incentives.



Biopharmaceutical companies often use aggressive marketing strategies to push their products on medical professionals. This can include lavish dinners, travel, and other incentives.

Are medical professionals responsible for prescription drug abuse?

# Prescription Addiction

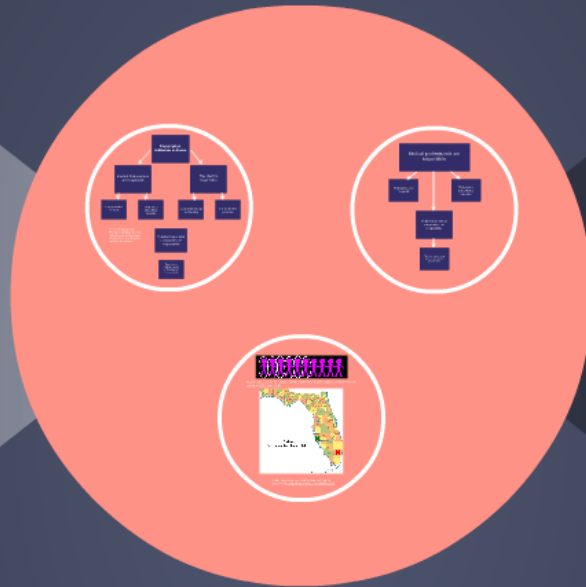
Candidate: 2308

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Medical Professionals



Biopharmaceutical Companies



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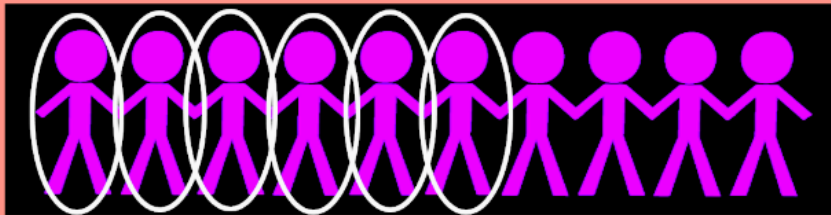
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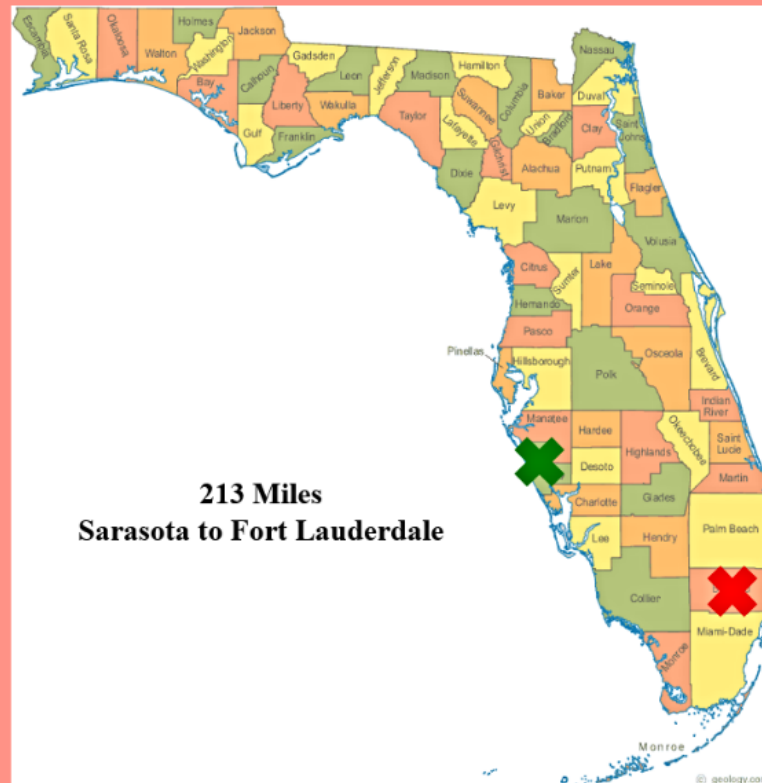
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Are medical professionals responsible for prescription drug abuse?



About 60%, or 6 in 10, Florida deaths were due to prescription drug overdoses between 2003 and 2009.



Florida Map Collection. (2016). Retrieved April 21, 2016, from <http://geology.com/state-map/florida.shtml>

# Prescription Addiction & Abuse

Medical Professionals  
are responsible

The client is  
responsible

They prescribe  
for profit

They use a  
prescribing  
cascade

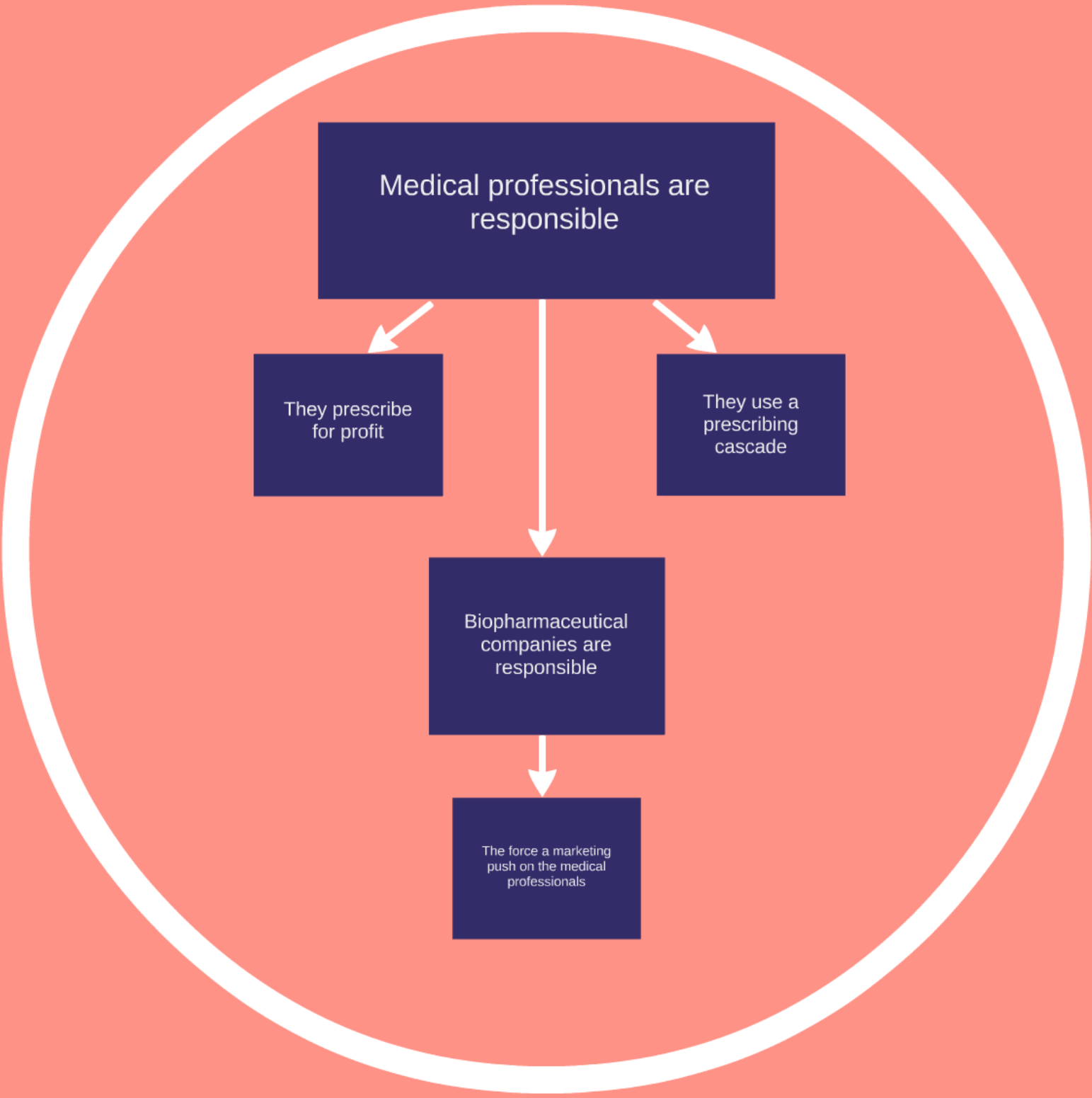
Lack of knowledge  
on the drug

Self-medication  
practices

\*Prescribing Cascade-  
The administration of a new  
drug to a patient because  
of side effects produced by  
another prescription.

Biopharmaceutical  
companies are  
responsible

They force a  
marketing push  
on the medical  
professionals



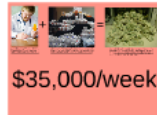
Medical professionals are responsible

They prescribe for profit

They use a prescribing cascade

Biopharmaceutical companies are responsible

The force a marketing push on the medical professionals



\$35,000/week



# Medical professionals prescribe for profit.



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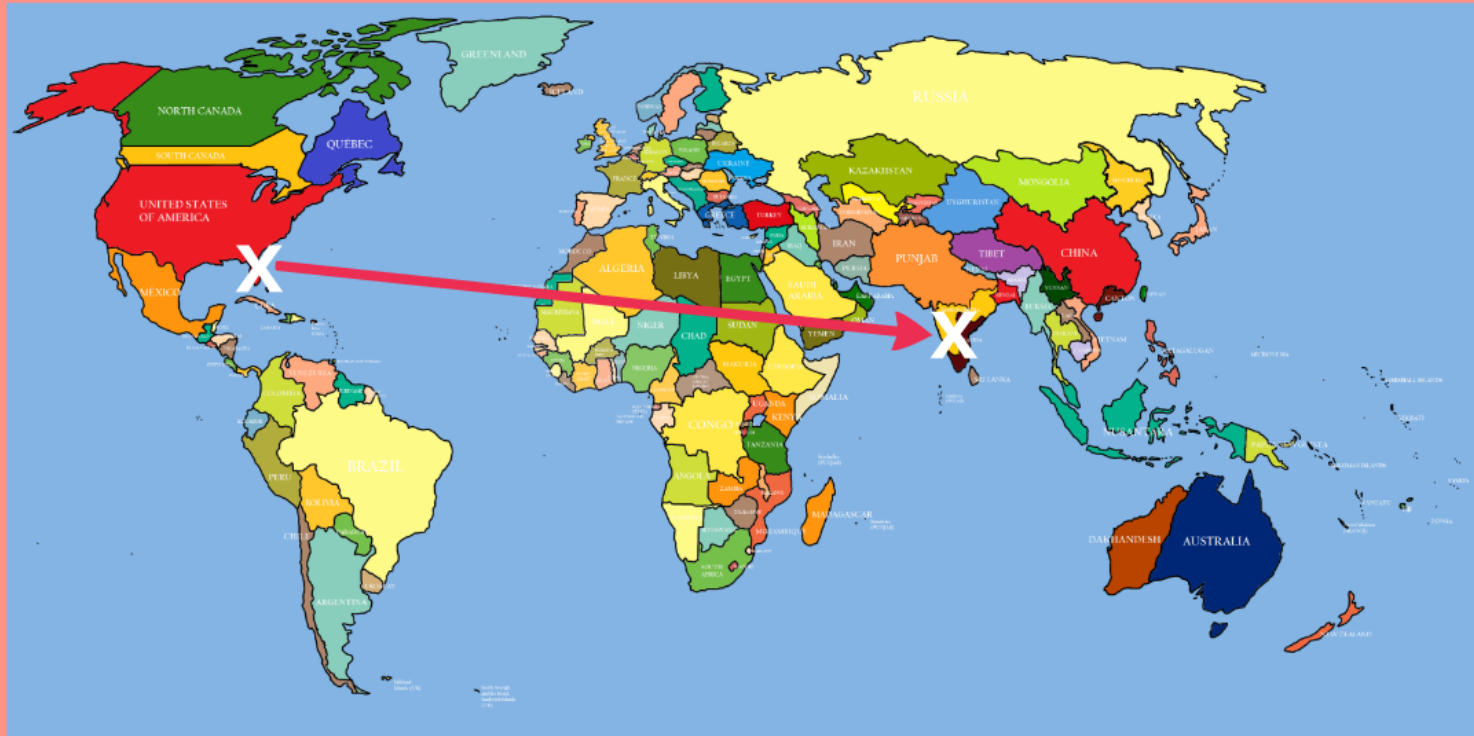
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# \$35,000/week



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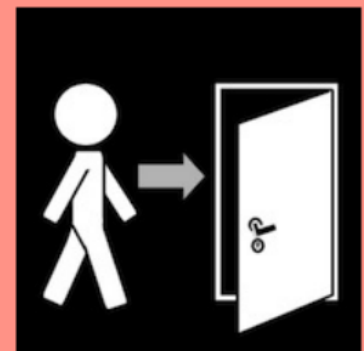
Florida → India



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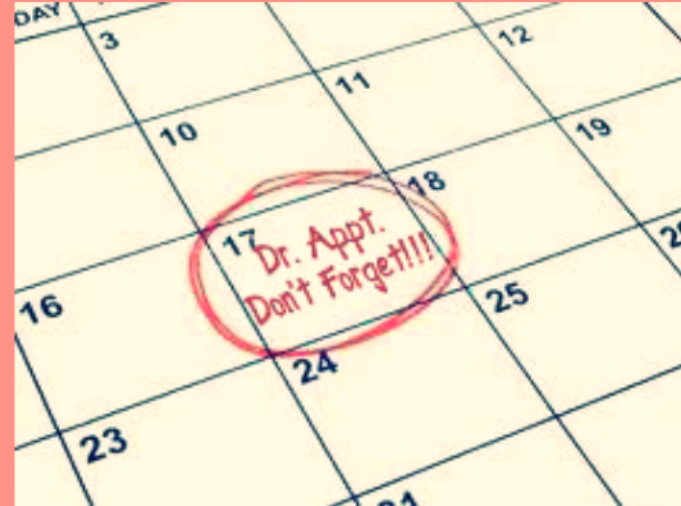


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# Why do these studies matter?




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## Medical professionals use a prescribing cascade.



1 mL Single-dose NDC 0481  
Metoclopramide HCl  
10 mg (5 mg/mL)  
if metoclopramide present  
in the hydrochloride  
form in 1.0 mL  
NDC 077 (V.04)

Sinemet CR  
25/200  
10 mg/200 mg  
levodopa  
carbidopa

Side effects that mimic Parkinson's Disease



Medication List:  
Cholinesterase Inhibitor  
↓  
Anticholinergic Drug

\*Source: Ciprolet (Image: P115) © Copyright Web 01 May 2016. <http://www.ck12.org/Book:CK12-Health-Science-1.0/>



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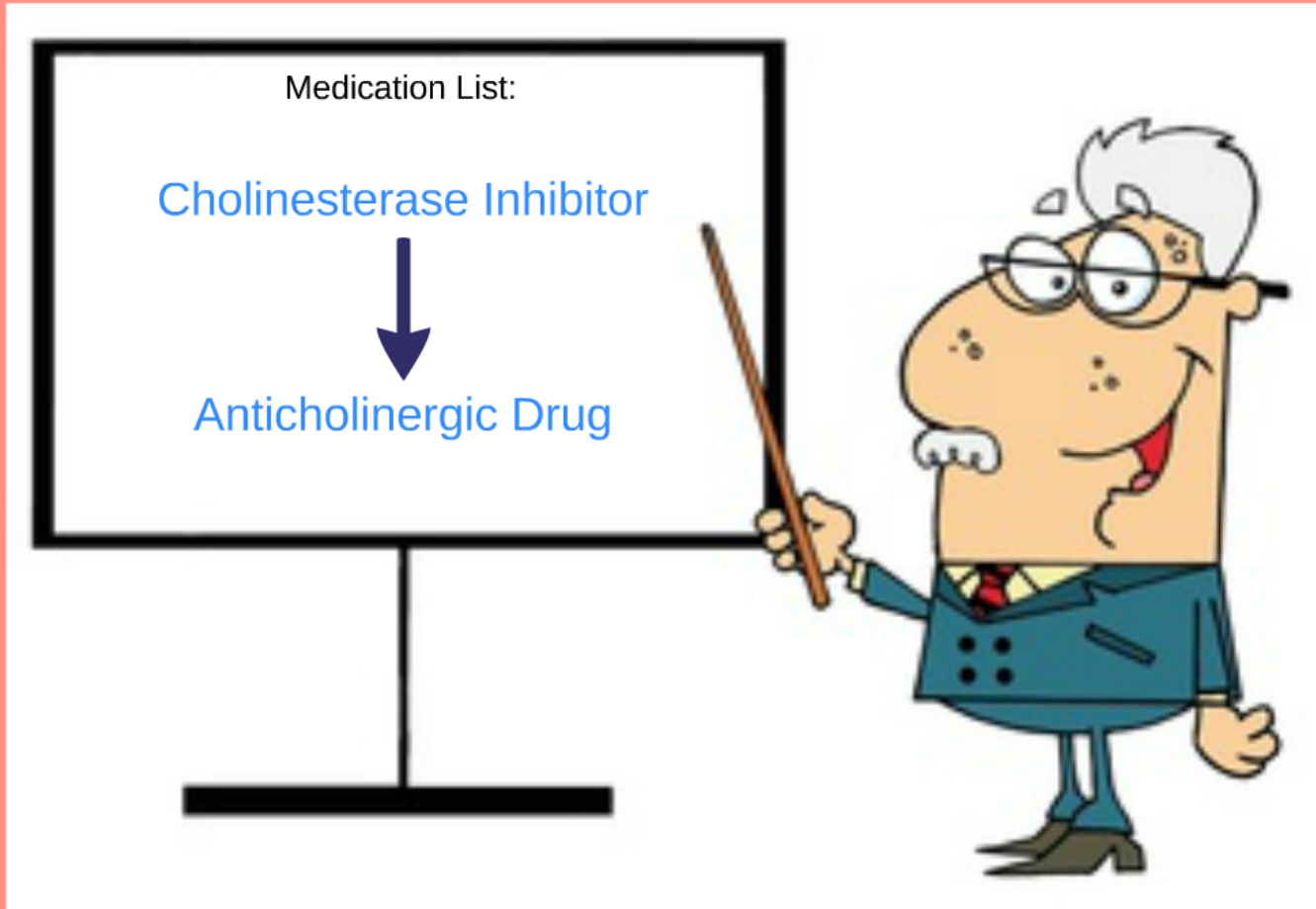


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Side effects that  
mimic Parkinson's  
Disease





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# Biopharmaceutical companies force a marketing push on medical professionals.



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Biopharmaceutical companies



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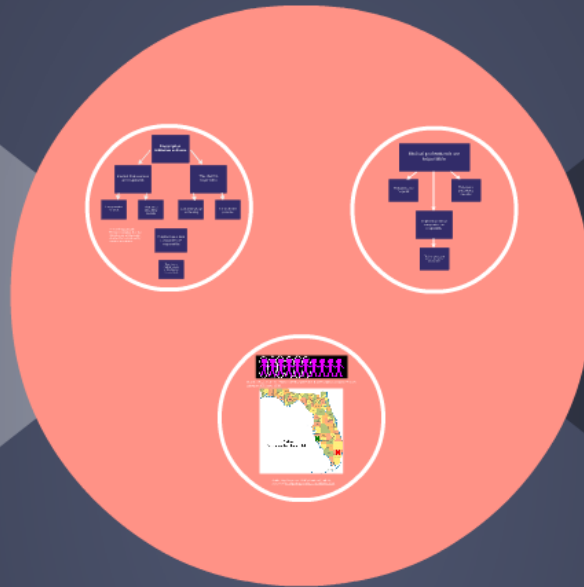
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Medical Professionals



Biopharmaceutical Companies



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