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PharmedOut is a project designed to promote rational, cost-effective prescribing by empowering physicians to identify and counter inappropriate pharmaceutical promotion practices. Based at Georgetown University Medical Center, PharmedOut is publicly funded through the Attorney General Consumer and Prescriber Education grant program, created as part of a 2004 settlement between Warner-Lambert, a division of Pfizer, Inc., and the Attorneys General of 50 States and the District of Columbia, to settle allegations that Warner-Lambert conducted an unlawful marketing campaign for the drug Neurontin® (gabapentin) that violated state consumer protection laws.

Our website, <http://www.pharmedout.org>, is aimed at physicians and designed to increase awareness about how promotion affects prescribing, and to provide a framework for evaluating sources of information about drugs. The website contains resources, news, videos, and curricular activities, and links to hundreds of continuing medical education opportunities that are not funded by pharmaceutical companies. We are also creating our own continuing medical education modules. We will also pilot “live” continuing medical education courses for residents, and are creating factsheets on drug promotion for consumers.

Opportunities for interns include participating in research projects that may include :

1. What factors affect prescribing behavior? A comparison of medical education models and marketing models
2. Conflicts in conflict-of-interest policies in medical journals
3. Risk factors for conflicts of interest among authors of articles in medical journals
4. Direct-to-consumer advertising: disease awareness ads

Other duties may include:

Researching and compiling resources on pharma-free continuing medical education courses and other resources for our website

Researching and compiling conflict of interest information on researchers and organizations

Participating in team meetings