


VETRx
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"BENEFITS, BENEFITS, BENEFITS, BENEFITS, BENEFITS!"



NUDOGPIL®
ACME PHARMACEUTICALS

BENEFITS, BENEFITS,
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1. JONES ET AL. CLINICAL TRIAL JOURNAL 2014; 54: 36-9
2. ACME PHARMACEUTICALS DATA ON FILE



What does the evidence say?

Promotion tends to focus on benefits

Sparse
information
on adverse
effects

Clinical trials
often have flaws
that magnify
benefits

What
does the
evidence
say?

Trial participants
that are unlike
typical patients

Unhelpful comparisons
e.g. placebo or non-inferiority trials

Unrealistic
outcomes
and
impressive
statistics

What about practical considerations like cost, convenience?

Pharmaceutical companies design and fund trials

Sponsored trials are more likely to have positive results and positive trials are more likely to be published*

Risk of evidence-base becoming increasingly biased towards new drugs

The advantages of independence

Can be critical of evidence and promotion

Free to talk about disadvantages as well as advantages

To find out more, or get involved, contact
veterinaryprescriber@gmail.com



* Lundh A et al. Industry sponsorship and research outcome. *Cochrane Database of Systematic Reviews* 2012; Issue 12: Art. No.: MR000033. DOI: 10.1002/14651858.MR000033.pub2.