Index

Note: page references in italics refer to tables

Abraham, John 4–5, 54–66
Academy of Medical Sciences 7
Acomplia 46
Adams, Samuel Hopkins 15
advertising changes in drug advertising and implications for medicalisation 20–1, 20
federal regulation and drug 15–16
and patent medicines 12–14, 15
see also DTCA (direct-to-consumer advertising)
Advertising Age 21
Advisory Committee on Immunization Practices (ACIP) 74, 75, 78
Agger, B. 37
AIDS in Brazil 85
Alliance for Cervical Cancer Prevention 76
Alzheimer’s Society 119, 121
AMA (American Medical Association) 12, 15, 20
American Academy of Pediatrics 75
American College of Obstetricians and Gynecologists (ACOG) 74, 76
American Medical Association see AMA
Amyotrophic Lateral Sclerosis (ALS) (motor neurone disease) 147, 149
androgenic alopecia 49
anti-adulteration campaigns 58
antidepressants 8, 21, 126–38
ambivalence towards by patients 134–5, 137
increase in use of 126
medical model of 133–4, 136
problems with 126
see also pharmacogenomics of depression
Antiretroviral Therapy (ART) distribution of in Brazil 5, 85
see also Rio de Janeiro favela
Applbaum, M. 46
Arthritis Care 119, 121–2
aspirin 98
Association of the British Pharmaceutical Industry (ABPI) 113, 114, 115, 122–3
AstraZeneca 116, 116
attention-deficit hyperactivity disorder (ADHD) 49
and Modafinil 29, 30
Avandia 74
Ayer, Dr James C. 13
Barr, Michael 8, 126–38
Barrett, A. 48
Bayer 47, 116
Belensky, Greg 33
benoxaprofen 64
benzodiazepines media coverage 3, 25
Bernstein, M. 57
Biehl, J. 86
biological citizenship 5, 86
biomedicine 7
bioscience 7
biosociality 85
biotechnology 7
Bissell, P. 100
Blakemore, Colin 145
Bleich, J. 2
Boden, Sharon 25–38
Boots Pharmaceutical 16
Bourdieu, Pierre 8, 140, 141–3, 144, 151–2
Brazil 5, 85
AIDS cases 85
distribution of antiretroviral therapy 5, 85
see also Rio de Janeiro favela
Brazilian National Health System (SUS) 94
Brazilian National AIDS Programme (NAP) 85, 90, 92, 94
breast cancer 48
British Medical Association 7
Brown, N. 129, 142
Bury, M. 25
Busfield, J. 4, 5
Cancerbackup 116, 118, 121
capital 141–2, 143, 151, 152
capitalism 37
capture theory 57, 58, 59
Carpenter, Laura M. 5, 71–81
Casper, Monica J. 5, 71–81
Cataldo, Fabian 5, 85–94
CDC (Centers for Disease Control) 73, 79
Child and Adolescent Vaccination Schedule 75, 78
CEDAPS (Centre for Health Promotion) 87, 93
cell nuclear replacement (CNR) 148
Cephalon 26, 28, 31
Cervarix 71, 73, 81
cervical cancer 5, 72–3
connection with HPV 73
deaths caused by 72–3
see also HPV vaccine
cervical intraepithelial neoplasia (CIN) 72
Index

156

Chernobyl disaster 86
Childhood and Adolescent Immunization
  Schedule 75, 78
cholesterol-lowering drugs 42, 48
Choosing Health through Pharmacy 98
Christian Right 77
Cialis (tadalafil) 43, 45, 47
Clarin 20
clinical trials 5, 49
Code of Practice 113
cognitive behavioural therapy
  and depression 136–7
cognitive enhancement agents 7
Colgrove, James 76, 81
Colliers Weekly 15
Collins, H.M. 61, 62
Collins, Thomas 17
Committee on Safety of Drugs 58
Committee on Safety of Medicines (CSM) 59
Community Pharmacy Contract 98
concordance 97
Conrad, Peter 2, 12–22
consumer groups see health consumer groups
consumerism 6, 99–100, 109–10
corporate bias
  and drug regulation 4, 58–61
  and drug safety 63–4
corporatist theory
  and drug regulation 57–8
CYP2D6 126, 132
daily life
  pharmaceuticalisation of 4, 25–6, 37, 41, 45–8
Daily Mail
  coverage of Modafinil 27, 28, 30, 31, 33
Dangerous Drugs Act (1920) 59
Davidson, Wayne 17
Davis, Peter 1–9
Department of Health 59, 147
Department of Trade and Industry 7
depression 8, 126–38
  and cognitive behavioural therapy 136–7
  increase in 126
medical model of 133–4, 136–7
pharmacogenomics of see pharmacogenomics of depression
diabetes
  and cell stem research 144, 146
direct-to-consumer advertising see DTCA
disclosure issue
  and consumer group–industry links 114–15,
  117–18, 123, 124
‘disease in a dish’ approach
  and stem cell research 8, 140, 141, 143, 147–51,
  152
disease-mongering 2, 25
Ditka, Mike 19
domestication of pharmaceutical consumption
  3–4, 41, 42–5, 50
drug adulteration 56
drug disasters 56
drug regulation 4–5, 54–62
  bias of scientific knowledge-claims 61–2
  and capture theory 57, 58, 59
  and corporate bias 4, 58–61
  and corporatist theory 57–8
  fall in review times 60–1, 60
  funding of regulatory agencies by drug companies 59–60, 59
  measures to counteract bias 4, 66
  and neo-liberalism 57, 58
  of patent medicines 15–16
  and realist framework of interests 54, 56–7
  streamlining global standards
  and the ideology of pharmaceutical innovation 64–6
drug safety
  international comparisons and the ideology of 63–4
  withdrawals 63
drug testing 61–2, 64–6
DTCA (direct-to-consumer advertising) 2, 12–22
  campaign against patent drug 14–15
  comparison with patent medicine advertising 12–14
  emergence of prescription drug advertising and regulation of 16–17
  and erectile dysfunction 12, 18–19
  impacts of on medicalisation and health 21
  and Internet 21
  and Lydia E. Pinkham’s Vegetable Compound 2, 12, 13–14, 15–16, 19
  scrutiny and criticism of 21
  shift from prescription drugs to over-the-counter 20
  and television 18
Duggan, Catherine 6, 97–110
‘e-clinics’ 43
Elixir Sulfanilimide drug disaster (1937) 58
ENUSP (European Network of (ex) Users and Survivors of Psychiatry) 134
erectile dysfunction (ED) 2, 44, 50
  and DTCA 12, 18–19
see also Viagra
Escitalopram 127
ESRC 114, 115
ethical capital 141, 142
ethical drug manufacturers 20
ethical pharmaceuticals 56
European Medicines Evaluation Agency (EMEA) 6
  percentage of industry fee contribution to budget 59, 59
excessive sleepiness 26, 29, 30
expectational capital 142, 143, 144, 146, 149, 151, 152
expert patient, notion of 99
Index

Fairhurst, K. 99
Family Research Council (FRC) 79
Farmer, P. 94
‘fast’ capitalism 37
favela see Rio de Janeiro favela
FDA (Food and Drugs Administration) 71
budgetary cuts 60
and drug safety 63–4
and DTCA 16, 17, 18, 22
and HPA vaccine 74
and Modafinil 26
percentage of industry fee contribution to spending on drug review 59, 59
regulatory review times 60–1, 60
trends in drug and biological product submissions 65
and Viagra 19
Feldman, A. 88
female sexual dysfunction (FSD) 46, 49
fields 141, 142, 151
finasteride 42
Fishman, J.R. 46, 48–9
Flower, R. 42, 50
Focus on the Family (FOF) 79
Food and Drug Act (1906) 20
Fox, Nick J. 3, 41–50
Freedom of Information Act 79
Frist, Bill 21
Gabe, Jonathan 1–9, 25
Gardasil 71, 73–4, 75, 78
GENDEP (genome-based therapies for depression) 8, 126–7, 129
gender
and HPV vaccine 5, 71–81
and sexual activity 77–8
 genetic engineering approach
and stem cell research 148–9, 150, 151
genome-based therapies for depression see GENDEP
Germany
view of pharmacogenomics of depression 130
Gill, O.N. 75
GlaxoSmithKline see GSK
Greener, I. 99
Grime, J. 134
Grupo Pela Vida Rio (GPV) 87, 93
GSK (GlaxoSmithKline) 47, 80
and Cervarix 71, 74, 81
support for consumer groups 116, 116
Guardian
coverage of Modafinil 27, 28, 33–4, 35
habit 141, 151
Harding, G. 98
Harris, O. 88
Hayek, F. 55
Hayes, Arthur Hull 16
health care
public participation in 16–17, 97–8, 99
health consumer groups
availability of drugs issue 123
conditions receiving support from companies 117
disclosure over links issue 113, 114–15, 117–18, 123, 124
ethical issues 120–2
funding 116–17, 124
policy guidelines 119–20, 122
rationale for links 118
relationship with pharmaceutical industry 6, 112–24
research methodology 114
support of groups by industry 115–17, 116, 117, 123–4
types of support 116
view of by other policy actors 122–3
Health on the Net Foundation’s ‘HonCode’ 119
Hedgecoe, A. 136
Henwood, F. 97
Hepatitis B
vaccine against 81
herceptin 48, 132, 136
hES (human embryonic stem) cell research see stem cell research
HFEA 148
Hibbert, D. 100, 109
Hinojosa, Cantu 79
HIV
distribution of antiretroviral therapy in Brazil 5, 85
see also Rio de Janeiro favela
Holloway, Thomas 13
House of Commons Health Committee
The Influence of the Pharmaceutical Industry report (2005) 4, 122
HPV (human papillomavirus) 73
HPV vaccine 5, 71–81
and cervical cancer screening 75–6
described 73
forging of new health-care markets 75
and mandatory vaccination issue 76–7, 80
opposition to by practitioners 75
parental attitude 80
and patient-provider relations 74–5
predicted sales 74
and sexual politics 77–80
and strategies of containment 71–2
target population 73
see also Cervarix; Gardasil
Huntingdon’s disease 149, 150
Hurst, S.A. 113
Hwang, Professor 148
Illich, I. 1
impotence see erectile dysfunction
Independent
Index

coverage of Modafinil 27, 28, 29, 32
in drug provision 5
interests
realist framework of 55–7
International Association of Athletics Federation (IAAF) 34, 35
International Conference on Harmonisation of Technical Requirements for Registration of Pharmaceuticals for Human Use (ICH) 64–6
International Federation of Pharmaceutical Manufacturers’ Associations (IFPMA) 64
Internet 25, 41, 42, 46
availability of drugs on 3, 32, 45
and DTCA 21
and online consultation 43
and Viagra 43, 44, 45
Jacob, M. 75
Jenkins, Ian 34
Joint Committee on Prescribing 59
Jones, Kathryn 6, 112–24
Judicial Watch 79
Karp, D. 135
Kramer, P. 133
Kravitz, R.L. 21
Kroll-Smith, S. 36
Ladies Home Journal 15
Laube, Douglas W. 74
Leiter, Valerie 2, 12–22
Leontowitsch, Miranda 6, 97–110
Levitra (vardenafil) 2, 19, 20, 47
Lexchin, J. 42, 49
Lexis Nexis archival database 27
licensing process 4, 63
life-cycle theory 57
lifestyle drugs 32, 42
contribution to drug company profits 46
Modafinil as 27, 28–31, 28, 36
Viagra as 41, 42, 46–7, 48
lifestyle marketing 41
Lilly and Co 116, 126
‘Limited List’ 59
Lofgren, H. 112
Long-term Medical Conditions Alliance (LTCA) 119
Lowe, Pam 25–38
Lowndes, C.M. 75
Lupton, D. 106, 109
Lydia E. Pinkham’s Vegetable Compound 2, 12, 13–14, 15–16, 19
Makland, Dr Colin 28
Marshall, B.L. 46, 49
Mauron, A. 113
May, C. 99
Mays, R.M. 75
media 1, 3, 25–6
see also newspapers
Medical Research Council see MRC
medicalisation of life 22
and direct-to-consumer advertising 12–22
role of pharmaceuticals in 1–4
Medicines Act (1968) 58
Medicines and Healthcare Products Regulatory Agency (MHRA) 4, 26, 66
Mental Health Foundation 136
Merck 71, 73, 74, 79, 80, 81
methadone 42
methylphenidate (Ritalin) 49
Michael, Mike 140–53
military
newspaper coverage of Modafinil and 33–4
Ministry of Health 58
minoxidil 42
Mirror 28
Modafinil (Provigil) 25–38
press coverage 3, 27–38, 28
competition theme 27, 28, 34–5, 36
lifestyle choices theme 27, 28, 31–3, 36
medical use theme 27, 28–31, 28, 36
military uses of 27, 28, 33–4, 36
Moran, M. 112, 123
Morros dos Reis favela (Rio de Janeiro) 88, 89–93
Mortimer, John 30–1
motor neurone disease 147
Moynihan, R. 2
MRC (Medical Research Council) 145, 146, 147
narcolepsy 28–9
Nathanson, C.A. 80
National Health Service (NHS)
money costs 1
National Heart Forum (NHF) 115
National Institute for Health and Clinical Excellence (NICE) 48, 113, 121, 136–7
National Institutes of Health (NIH) 145
National Organization for Women (NOW) 78, 79
National Pharmaceutical Association (NPA) 98
National Poll on Children’s Health 80
Nazeer, S. 76
Nelkin, D. 25
neo-liberal corporate bias 54, 58, 59–66
neo-liberalism
and drug regulation 57, 58
neuroscience, developments in 7
New and Nonofficial Remedies 15
new social movements 112
Newman, Paul 47
Newman, R. 47, 49
News of the World 29
Newspaper Marketing Agency 27
newspapers
coverage of Modafinil see Modafinil
and patent medicine advertising 13
retrieving and analysing stories from 27
Index 159

Nguyen, V. 85, 86
NMEs (new molecular entities) 66
cost of bringing to the market 64
decline in 66
FDA review and approval times 60, 60
numbers first launched onto world market 65, 66
norethisterone 42
Nortriptyline 127
Novas, C. 86, 137

obesity 44
obstructive sleep apnoea (OSA) 26, 29
orlistat see Xenical
Ormrod, S. 42
over-the-counter (OTC) medicines
and pharmacist-customer relationship
see pharmacist-customer discourses

paroxetine (Seroxat or Paxil) 49
participation in health care 16–17, 97–8, 99
participatory practice model 103–5
patent medicines 12–13, 19, 58
and advertising 12–14, 15
campaigns against 14–15
regulation of 15–16
Penglase, B. 88–9
‘personalised’ medicine 7–8
Petryna, A. 85, 86
Pfizer 19, 41, 46, 47, 49, 116, 116
PGD embryos
use of in stem cell research 149–50, 151
Pharmaceutical Advertising Council 16
pharmaceutical companies 1, 2
biomedicalisation of lifestyle conditions 49
funding of regulatory agencies 59–60, 59
marketing strategies and target audiences 47–8
profits 45–6
relations with health consumer groups see healthy consumer groups
working with patient groups 48
see also drug regulation
pharmaceutical consumption
domestication of 3–4, 41, 42–5, 50
pharmaceuticalisation 3
of daily life 4, 37, 25–6, 41, 45–50
pharmaceuticals
role in medicalisation of society 1–4
sales 1
pharmacist-customer discourses 6, 97–110
and consumerism 99–100
participatory practice model 103–5, 109, 110
research methods 100–2, 101
role of professional expertise 105–7, 109
view of consumer discourses by pharmacists 107–9
pharmacists 6
role and professional status of 98–9
pharmacogenetics 7–8
pharmacogenomics of depression 7, 126–38
ambivalence regarding use of antidepressants 134–5, 137
conflation between drug reactions and disease risks 132–3, 136
criticism of medial model of depression 133–4, 136–7
differences between psychiatric and physical illness 135–6, 137
research methodology 127–9
views on 130–1
‘pharmacological Calvinism’ 38
Pharmacy in the Future 97
Pharmacy and Medicines Act (1941) 58
phentermine (Adipex or ‘phen’) 43, 47
Pines, W.L. 16, 17
‘pink Viagra’ 49
Pinkham, Lydia 2, 12, 13–14, 15–16, 19
Planned Parenthood Federation of America (PPFA) 78, 79
Poland
view of pharmacogenomics of depression 130
political sociology
and drug regulation 57–61
politicisation 7
politics 71–2
Pollitt, Katha 79
Pollock, K. 134
Potts, A. 50
Prescription Drug Users Fee Act (PDUFA) (1992) 60
Proprietary Association of America 15
Protestant work ethic 38
Provigil see Modafinil
Prozac 25, 126
psychiatric illness 8
psychopharmaceuticals 7
Public Library of Science – Medicine 2
Pure Food and Drug Act (1906) 15
Rainbow, P. 143–4
Raley, J.C. 74
regulation see drug regulation
regulatory agencies 64
fall in review times 60–1, 60
funding of 59–60, 59, 66
‘life-cycle’ theory of 57
relativist-constructivists 61–2, 66
reproductive health technologies 71
review times, regulatory 60–1, 60
rimonabant (Acomplia) 46
Rio de Janeiro favela 5, 85–94
creation of therapeutic networks by distribution of ART 93, 94
dependency on government through ART 92
drug trafficking 88–9
encouragement of new biosocialities through ART 90–2, 94

Index 159
and NGOs 93
political alienation and renewed
marginalisation 87–9, 92
research methods on 86–7
taking ART into 89–92
Ritalin (methylphenidate) 49
Roche 46
rofecoxib 121
Rose, Diana 7, 8, 126–38
Rose, N. 86
Royal Society 131, 132
Sawaya, G.F. 75
Schwarz, M. 55
science
and relativist-constructivists 61–2
science and technology studies (STS) 140
scientific capital 141–2, 144, 149, 150, 151
Seale, Clive 25–38
self-diagnosis 16–17, 22
Service User Research Enterprise (SURE) 128
sex education policy 77
sexual politics
and HPV vaccine 77–80
sexuality/sexual activity 45, 77–8
pharmaceuticalisation of 46–7
sexually transmitted infections see STIs
shift work sleep disorder 26, 29
sildenafil see Viagra
Sinclair, Upton 15
Smith Kline & French Laboratories 17
Smith-McCune, K. 75
social phobia 49
Society for Adolescent Medicine (SAM) 74
sociology of expectations 7, 140, 142–3,
151, 152
sociology of scientific knowledge (SSK) 61, 62
somatic cell nuclear transfer (SCNT) 148
squamous intraepithelial lesion (SIL) 72
Steinberg, Deborah Lynn 25–38
stem cell research 8, 140–53
and Bourdieu 141–3, 151–2
and ‘disease in a dish’ approach 8, 140, 141,
143, 147–51, 152
expectations characterising 146–7
genetic engineering approach 148–9, 150, 151
problem of ‘premature publication’ 144
and scepticism 152–3
and therapeutic cloning 148, 151
transplantation versus Pharma 143–7, 151
use of affected PGD embryos 149–50, 151
Stevenson, Fiona A. 6, 97–110
STIs (sexually transmitted infections) 5, 73, 75,
77, 80
Stroke Association 116, 118
Sun
coverage of Modafinil 28, 35
Sunday Times 31
supermarket model of consumerism 99, 110
Tacrine 136
tadalafil see Cialis
Taylor, K. 98
technology 42
television
and DTCA 18
thalidomide 58
therapeutic citizenship 5, 86, 94
therapeutic cloning 148, 151
Thompson, M. 55
Times
coverage of Modafinil 27, 28, 29, 31, 32, 34–5
translational research 140
vaccination/vaccines 5, 80
development of new 7
mandatory school debate 76
politicised nature of in US 76
see also HPV vaccine
Van der Geest, S. 71–2
vardenafil see Levitra
Viagra (sildenafil) 31, 36, 43, 49, 50
advertising of 19
history of 18–19
and Internet 43, 44, 45
as lifestyle drug 41, 42, 46–7, 48
and media 25
negative consequences of 50
pink 49
sales 46
Vioxx 21, 74
Wainwright, Steven P. 8, 140–53
Ward, Kate J. 3, 41–50
weight loss 43, 45
and online consultation 43–4
pharmaceuticalisation of 47
weight loss pharmaceuticals 42, 45, 46, 47, 50
see also Xenical (orlistat)
Which? 119
White, Kelli 34–5
Williams, Clare 140–53
Williams, Simon J. 1–9, 25–38
Women in Government 74
Woodcock, Janet 22
Woolgar, S. 55
World Anti-Doping Agency (WADA) 35
World Health Organization 72, 126
Wright Mills, C. 9
Xenical (orlistat) 41, 42, 43–4, 43–5, 46, 47, 48
Yearley, S. 61, 62
Zimet, G.D. 75