Pfizer Broke the Law by Promoting Drugs for Unapproved Uses - Businessweek

To contact the reporter on this story: David Evans in Los Angeles at 'Upsetting to Me'

Schering-Plough didn't stop pitching the drug for unapproved uses. At the direction of top management, Schering ordered regulators that the San Francisco activity was an isolated incident.

Kenilworth, New Jersey-based Schering-Plough was quick to respond. On July 12, 2001, it wrote back to the FDA, assuring an FDA employee attending the conference took note. The next month, the FDA accused Schering of lying.

proven personally culpable."

"The government considered all the factors in its decision," prosecutors wrote. "Those factors included other persons not

Lilly."

millions of dollars by illegally promoting its schizophrenia drug Zyprexa for the unapproved treatment of dementia from

next year, Lilly adopted an Evista marketing plan that included a seminar with doctors designed to appeal to women's

By 2007, the criminal and civil cases against Pfizer, its employees and its subsidiaries had started to mount. The tally of

More Effective Against MRSA Pneumonia

$150 a day. A table on page 30 of a 35-page fact book produced by Pfizer for Zyvox says the drug is less effective than

prosecutors on the Bextra case.

Ronald Rainero, a Pfizer district sales manager and employee for more than 20 years, says he was responsible for

"I was actually undermining their ability to fulfill the Hippocratic oath," Franklin says, referring to a physician's pledge to

else."

"Technically, I had responsibility for answering physician questions about all of Parke-Davis's drugs," Franklin says. "In

Franklin's title at Warner-Lambert was medical liaison. He says he soon realized his new employer viewed his doctorate as

Much of what prosecutors learned about Warner-Lambert's marketing of Neurontin comes from a former employee.

Whistle-Blower

"I think the physician community has to take some ownership responsibility and do their own due diligence beyond the

the S&P index gained 6.9 percent in that time.

professor at the University of Southern California's Keck School of Medicine in Los Angeles.

10 Million Prescriptions

"Marketing departments of many drug companies don't respect any boundaries of professionalism or the law," says Jerry

'Don't Respect the Law'

fines and penalties to settle charges that it had for at least four years illegally marketed Zyprexa, a drug approved for the

In September 2007, New York-based

of $7 billion in fines and penalties. Six of the companies admitted in court that they marketed medicines for unapproved

Unapproved Uses

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