The influence of the pharmaceutical industry on the off-label use of its medicines

Last year I described in this journal an unacceptable influence of a pharmaceutical company on the off-label use of one of its products. Now I would like to report on an acceptable and even praiseworthy initiative of a pharmaceutical manufacturer in monitoring the use of its drug. The devastating action of thalidomide on the human embryo caused its withdrawal from the market in the early 1960s. This teratogenic drug began, however, to be used again when it was found that it had a favourable effect on patients suffering from various diseases. One of the companies producing this drug was aware that it had a moral responsibility to prevent (accidental) abuse of its product. The scientists of this company have developed a number of criteria: STEPS, that is, a System for Thalidomide Education and Prescribing which includes a registry of all treated patients (under a code number). The authors show that they are aware of possible mishaps when they write: “Despite all the checks and balances in the STEPS programme, the system will work only if it makes intuitive sense to its participants and they adhere to program requirements.” An even more stringent attitude is taken by Bouvaros and Mueller when they write: “Given the ethical complexities of thalidomide use, we recommend that individuals planning to prescribe thalidomide consult with their hospital’s institutional review board and develop their own formal protocols, independent of the consent provided by the manufacturing company. Such a consent should include information about the efficacy in the condition being studied and review adverse effects of sedation, constipation, erythroderma, neuropathy, and teratogenicity.” Strangely enough none of the authors appear to have reserved a task for the governmental safety evaluation agencies. In my opinion they should be kept informed of all clinical trials with off-label administered drugs. These administrative authorities should be allowed to intervene, if necessary at all stages of the treatment.

References

Comment on: the influence of the pharmaceutical industry on the off-label use of its medicines

Gebhardt draws attention to an important issue. The responsibility for informing and warning patients about adverse effects and how to prevent them, or to recognise them early and minimise harm, is shared between the manufacturer, the national regulatory agency, the prescriber, and the pharmacist. The first two must ensure that prescribers and pharmacists are adequately equipped and helped to do their part. Any printed information needs to be tested on a sample of actual patients to demonstrate that over 90% can actually understand and use it. Beyond that, doctors and pharmacist, have to be motivated and helped to check (and document in their records) how well the individual patient has understood the problems and the information.

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Voluntary Euthanasia and the Common Law


At first sight, this might not seem like the sort of book in which an ethicist would be interested. Such fears are compounded when one reads in the introduction that the book is “primarily a legal analysis” of the issues (page 4). It is liberally sprinkled with footnotes, mainly legal in nature, and surely we do not need another book about euthanasia? But we do, and this book is not only one ethicists can read, it is also one they should read. Otlowski argues that any examination of this subject matter necessarily involves “consideration of wider issues, including social change, as reflected in opinion polls and community attitudes for reform, the practice and attitudes of the medical profession, as well as consideration of religious, moral, and ethical arguments” (page 4) and this is what the book provides. Thus, it is much more than a legal analysis, though everything in the book flows from this.

The main thesis presented is that the law does not in practice reflect or enforce the reality of doctor-patient contacts at the end of life. Rather, there exist “discrepancies” (page 128) between the theory and the practice of law, and an inherent “hypocrisy” (page 150) in what the law actually does when confronted with such cases. Otlowski argues that in practice criminalising voluntary euthanasia is counterproductive. She highlights two possible effects: first, medical decisions may not in practice be susceptible to evaluation by the courts, leading to a lack of regulation; and, second “there is a real risk of abuse if the law condones what is an unregulated practice” (page 151).

The process through which these effects come about is simple, Otlowski claims. She shows how in selected countries, whilst voluntary euthanasia is illegal (this is the theory), there is evidence of an empirical nature that doctors are, in fact, helping their patients to die. Furthermore, the law, via such “legal fictions” and “unworkable distinctions” as those between “acts/omissions” and “killing/letting die”, is complicit in the deception. What is left, she argues, is a regulatory vacuum.

Otlowski argues that there appears to be little interest in the law’s strict enforcement, the “most significant point to emerge from the . . . analysis is the scarcity of cases involving the prosecution of doctors . . . . This contrasts markedly with the available information regarding doctors’ practices” (page 147). This is of course not only a matter for the law, for if, as Otlowski claims, voluntary euthanasia is practised this raises important ethical questions.

The book continues by considering not only options for reform, but also the desire for it. We are treated to the results of opinion polls in various countries throughout the world, a “case study” of the Dutch experience, and more insight into the distinction between the theoretical and the real. It is here that the book is at its best, and of most help to ethicists; for what Otlowski attempts is to tear us away from the doctrinal and hypothetical, and push us towards an acceptance of reality. She mourns the repeal of the Rights of the Terminally Ill Act 1995 in the Northern Territory of Australia, as legalisation allows us the opportunity to “examine, over time, the impact of laws governing active voluntary euthanasia” (page xxv). Thus the message for

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The editors will decide as before whether to also publish it in a future paper issue.
ethics is this: do not be bogged down in dogma, for that is how we arrived at the situation we are in now. Rather, our ethical response should be shaped by the reality of what works, so crossing the Rubicon from the hypothetical to the practical.

J Miola


This is a thoroughly revised and expanded edition of a book originally published in 1994. It consists of a series of clear and thoughtful short essays, grounded in real cases in health care ethics. The range of coverage is excellent, though perhaps it sometimes fails to catch the reader up on the most recent breakthroughs. There is an attractive usualness and informality to the style. The book is, however, brief, and is well divided into three parts, each covering a broad topic: health care ethics, the ethical acceptability of specific forms of treatment, and health care ethics and community affairs.

The first part, which covers health care ethics, is divided into four chapters, each covering specific areas: medical ethics, the ethics of health care professionals, the ethics of decision-making, and the ethics of research. Each chapter is well structured and provides a clear and concise overview of the main issues and debates in each area. The second part, which covers the ethics of specific forms of treatment, includes chapters on euthanasia, medical research, and medical treatment ethics. The third part, which covers health care ethics and community affairs, includes chapters on the ethics of health care delivery, the ethics of health care policy, and the ethics of health care systems.

The book is well written, and is likely to be a useful resource for students, researchers, and practitioners in health care ethics. It is also likely to be of interest to anyone with an interest in the ethical issues surrounding health care, whether they are working in the field, or simply interested in the topic. The book is highly recommended for anyone interested in the field of health care ethics.

D B Forrester

**Death and Compassion: A Virtue-Based Approach to Euthanasia**


Can virtue ethics tell us what to do? And has principism had its day? These are two of the questions that Van Zyl seeks to answer in the affirmative. Van Zyl wishes to encourage an approach to medical practice that draws upon the requirements of virtue ethics, in preference to principist (principally deontological) and utilitarian ethics. Her account then relates these twin themes to one concrete realm of medical practice, decisions taken at the end of life.

Van Zyl believes that the process of modernisation has undermined medicine, in its evolution from an “art” into a “science”, but also medical or bioethics, in its move to a principist ethic, which demands the application of universal, rational, objective rules to “cases”. Such a view is relevant, they say, “on a very definite concept of the human person and some precise values and goals of the healing relationship that we believe have brought about the best in people in the health care professions over the centuries” (page xii). Their arguments, believe, are founded on reason and natural law as well as on faith. At key points recent Roman Catholic teaching on such matters as the role of abortion in virtually all circumstances, even rape, is affirmed, as is the conviction that an embryo from the moment of conception has the status of a human being rather than a potential human being. There are numerous impressive examples of the vigour and cogency of discussions within that tradition of the ethical acceptability of specific forms of treatment.

The book directly addresses the injustices generated by the fact that in the United States some four million people do not have proper medical care, and by the invasion of health care by the market: “the only way to solve the health care problems in our society is to insist continually that we must have universal health care coverage. Until that goal is achieved, we are in no position to talk about the real ethical issues in health care.”

The book contains many interesting examples and cases, and is written in a clear and concise style. It is highly recommended for anyone interested in the ethical issues surrounding health care, whether they are working in the field, or simply interested in the topic. The book is highly recommended for anyone interested in the field of health care ethics.

R Huxtable

**Extending the Boundaries of Care: Medical Ethics and Caring Practices**


The title of this book embraces a subject that is very topical in the field of health care. It is a collection of papers most of which were initially presented at the Centre for Cross-Cultural Research on Women. All but one of the authors are women. The papers themselves are very disparate, covering diverse topics in a variety of ways. Subjects covered include: the plight of the dying and death from undiagnosed Creutzfeldt-Jakob Disease; the problems for parents raising triplets; issues arising from the Depo-Provera contraceptive debate; the nature of human rights in relation to medical care; disease prevention; methods of research in relation to HIV and men who have sex with men, and nurses’ moral/political voices as expressions of care. Each writer’s subject of focus demonstrates their own personal interest, even passion, within health or social care—hence their own deep concern or “care”. As a consequence it is difficult to find a unifying thread in the book, which is perhaps why the particular title was chosen.
In their introduction, the editors attempt to frame and explore what they consider the book’s common theme, “the way ‘care’ is conceptualised and practised”. They are keen to stress that the focus is not abstract ethical issues related to care but the real ways in which health and health care models are socially constructed. Models of care, definitions of care, technology and its effect on care, gender roles in care, and the nature of care itself for the receiver, are amongst the issues that arise, are discussed and explored in the chapters. As the editors acknowledge, however, it is very difficult to define this abstract concept, “care”, and this difficulty is exemplified in the book. In fact, central question about the book is whether it does in fact achieve what it sets out to do in its title, notably to extend the idea of care, and relate it sufficiently to underlying ethical positions. The problem is that the concepts involved now come to hold a variety of meanings. Contrast the following two examples. The poignant and moving account given by a professor of anthropology (Judith Oke) of her mother’s illness, her dying and her death embodies, for the author, an idea of care as compassion and kindness. This she illustrates by practical examples, such as “a voice of warmth” (page 39): the unseen voice on the telephone of a matron of “a maternal ward” (sic) describing to the daughter the detail of the workings of her mother’s catheter. Equally moving is the description of the care assistant who cried as the daughter cut a lock of her dead mother’s hair as a memento. Yet these new foci augment rather than supplant the traditional focus on consent, since arguably “the rights and wellbeing of the subject take precedence over the interests of science and society”, as the Declaration of Helsinki (still) puts it.

Clinically the difficulties of obtaining informed consent of subjects remain. Participation in research remain one of the more difficult barriers to research. Recently this issue has become more fraught in non-clinical research also, with complex debates over consent to the use and reuse of clinical information or stored tissue samples in epidemiological and genetic research. The trade-off between public interest in the development of epidemiological research and the rights of individuals to decline participation in such research remains precarious. The possibility that a surgeon might need to explain not only randomisation and equipoise between surgical procedures, but also the possible commercial exploitation of tissue samples extracted from surgical waste gives most thoughtful people pause at the difficulty of this process and the complex way in which scientific, therapeutic, and commercial elements are enmeshed in it. The need for a general guidebook to the range of practical ethical problems in consent in research is profound, since most books and articles cover at most a small subgroup of research studies, usually from the points of view of research design or review, rather than from practice, patient, or consumer perspectives. In 1997 the BMJ published two studies in which the consent of subjects had not been obtained prospectively, and at the same time published critical commentaries on these papers. It then invited two debate papers to argue the question of whether the BMJ should refuse to publish papers based on research where the informed consent of the participants had not been obtained, subject to some very stringent rules about exceptional cases. The two papers were written by Simon Collins and Jeffrey Tobias, respectively a Professor of medical ethics and a senior medical oncologist. There followed an unprecedented large correspondence on the issue. It was not accidental that 1997 was the 50th anniversary of the Nuremberg doctors’ trial and the famous code on human experimentation which was written in its wake.

This book reproduces the controversy from the pages of the BMJ in full, which in itself
makes for a useful documentary casebook. What makes this book worthy of wide consideration is the wealth of additional material. Part 1 of the book reproduces the Nuremberg Code and the 1996 version of the Declaration of Helsinki, together with classic material by Henry Beecher and Maurice Pappworth on “human guinea pigs” and some valuable historical articles setting this material in context. Part 2 reproduces the articles and correspondence from the BMJ. Part 3 contains reviews of the “state of the art” on informed consent in research in a variety of contexts, including research with children, genetics research and access to patients’ records for research purposes. Part 4 reviews the moral role of informed consent and how better to achieve both consent and respect for its importance, in particular through education, consumer involvement and communications skills. The book concludes with closing remarks by the editors.

The reader interested in the complexities of current debates on consent in research will find this a very valuable guide. The chapters are rather brief, which make philosophical depth difficult to achieve. The cumulative effect of reading 32 short articles can be exhaustion and confusion. Taken individually, however, the articles are on the whole very well written and informative. The reader has a sense—unusually in a work of this kind—of an evolving debate and a growth in sensitivity of the contending parties to each others’ positions and the rationales underlying them. Some of the articles are likely to be classics in their own right, and all of them are stimulating. For this reason, the book transends the “occasional” character of its source material, and is likely to have a long life in the reading lists and the libraries of researchers, doctors, and research ethics committees.

R Ashcroft

NOTICES

Ethics in health care
Oxford Brookes University and Oxford University have collaborated to develop a course which helps health professionals deal with difficult ethical decisions. The Ethics in Health Care course aims to give people practical skills that can be used in health care decision making. Course participants will increase their ability to analyse and assess arguments, apply ethical concepts to moral dilemmas, and articulate their own values and feelings.

It can be part of MSc programmes offered by both universities or a stand alone module and involves five days of lectures interspersed with workshops and student led seminars. It is based at the University Department for Continuing Education at Wellington Square, Oxford.

For more information please see the website at: http://www.conted.ox.ac.uk/health/htmlfiles/dentistry/dentfr.htm or contact Ms Phoebe Chen: Tel: +44 (0)1865 286947; fax: +44 (0)1865 286934; email: phoebe.chen@conted.ox.ac.uk

4th Asian Conference of Bioethics: call for papers
The 4th Asian Conference of Bioethics will be held from 22–25 November 2002 at Seoul National University, Seoul, Korea.

The sponsors are: the Asian Bioethics Association, The Korean Bioethics Association, The Korean Society for Medical Ethics Education, The Korean Association of Institutional Review Boards, the International Association of Bioethics, the Japan Association of Bioethics, the Chinese Society for Medical Ethics, the All India Bioethics Association, the Eubios Ethics Institute, and the Journal of Medical Ethics.


Deadline for Papers: 31 October. Format: Microsoft WORD 97 or higher. Language: English. Submissions to: ethics65@netsgo.com For further information please see: http://www.koreabioethics.org
The influence of the pharmaceutical industry on the off-label use of its medicines

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