



# Protecting Reputation and Relationships with Physicians and Teaching Hospitals

# Panel



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# Agenda

Overview of How the Data Could Be Used

Reputation to Physicians – AMA Concerns

Physician Portal

How to prepare Covered Recipients for media and patient inquiry before and after reports

# Dollars for Docs: The Top Earners

by [Hanna Trudo](#) and [Theodore Meyer](#)  
ProPublica, March 12, 2013, 10 a.m.

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\$2465 Raised so far

**March 13:** *This post has been corrected.*

When [Dollars for Docs](#) first launched in 2010, ProPublica spoke with several of the [dozens of doctors](#) who had earned more than \$200,000 from their speaking and consulting work for drug companies. Now, with records from more companies and more years of data, [we've identified 22 doctors](#) who've earned at least \$500,000 since 2009 — including one, Jon Draud, who was paid more than \$1 million.



Most of these in-demand speakers hail from a just handful of states: four each from New York and Texas, and two each from California, Massachusetts, Pennsylvania and Tennessee. Half are psychiatrists, including three of the top four earners. The most commonly represented drug companies are Merck and Pfizer — 15 of the 22 doctors



# Local Stories Based on This Data

**WIVB:** [Company no longer giving payouts to Drs](#)

**CBS 8 News Now:** [Four Drug Makers Dominate Payments to Area Practitioners](#)

**CBS 8 News Now:** [I-Team: Drug Companies Court Doctors with Gifts, Vacations](#)

**CBS 8 News Now:** [Top Southern Nevada Recipients of Drug Company Money](#)

**CBS 8 News Now:** [I-Team: Nevada Doctors Accept Millions from Drug Companies](#)

**WIVB:** [Doctors paid millions by drug companies](#)

**WRIC-TV:** [Va. Physicians Paid Millions by Pharmaceutical Companies](#)

**ABC Action News:** [Pharmacy companies pay doctors to lecture, teach and do research](#)

**Syracuse.com:** [Drug makers pay CNY doctors \\$725,000 to talk up their products](#)

**Albany Times Union:** [Doctors reap drug firm payments](#)

- **The Global Mail:** [Party Like Your Drug's Going Generic](#)
- **Foster's Daily Democrat:** [Project unveils payments doctors receive from drug makers](#)
- **NBC Connecticut:** [Local Doctors Get Big Bucks from Big Pharma](#)
- **WWMT:** [Dollars for Doctors part one](#)
- **WPTV:** [Online database shows how much pharmaceutical companies are paying South Florida doctors](#)
- **NBC Chicago:** [Docs Paid Thousands to Promote Drugs They Prescribe](#)
- **WOAI News 5:** [Dollars for Docs: Special Investigation](#)
- **News ABC 13:** [Special Report: Dollars for Docs](#)
- **The Cap Times:** [Bill Lueders: State health sector gets drug dollars](#)
- **Edina Patch:** [How Much Did Pharmaceutical Companies Pay Edina Doctors?](#)
- **Denver Post:** [Colorado doctors take big speaking fees from drug companies, data show](#)

## The Prescribers

Inside the Government's Drug Data

# Top Medicare Prescribers Rake In Speaking Fees From Drugmakers

by Charles Ornstein, Tracy Weber and Jennifer LaFleur  
*ProPublica, June 24, 2013, 11:02 p.m.*

35 Comments | Republish | Email | Print

*This story was co-published with [NPR](#).*

When the blood pressure drug Bystolic hit the market in 2008, it faced a crowded field of cheap generics.

So its maker, Forest Laboratories, launched a promotional assault on the group in the best position to determine Bystolic's success: those in control of prescription pads. It

**Bystolic**  
*(nebivolol) tablets*  
Once-daily, long-acting  
Effective treatment for hypertension

**IMPORTANT RISK INFORMATION** [Bystolic Prescribing Information](#)  
 Bystolic is approved for the treatment of hypertension. Bystolic is not approved for the treatment of heart failure. If you have heart failure and the symptoms are controlled, Bystolic may be used for the treatment of hypertension. Talk your doctor if your symptoms of heart failure worsen. Bystolic must not be taken if you have a slow heartbeat or your heart skips beats (irregular heartbeat), have severe liver damage, or are allergic to any ingredient in Bystolic. The active ingredient is nebivolol. Do not take Bystolic if you are under the age of 18 as Bystolic is not approved for use in children under 18. [Important Risk Information continued below.](#)

Home | About Bystolic | How Do Beta Blockers Work? | Understanding Hypertension | Talking to Your Doctor About Hypertension | Healthy Lifestyle Choices | Glossary

**BYSTOLIC: For the Treatment of Hypertension<sup>1</sup>**

BYSTOLIC is approved for the treatment of hypertension (chronic high blood pressure). Learn more about BYSTOLIC and how it may be the right treatment option for your high blood pressure.

[Find out more >](#)

**Talking to Your Doctor**  
 High blood pressure can lead to stroke, heart attack and other cardiovascular problems. Is your blood pressure too high?  
[Learn more >](#)

**Treatment Options**  
 There are many treatments available for high blood pressure. Learn more about which treatment option may be right for you.  
[Learn more >](#)

**More information**  
 Get tips and resources from BYSTOLIC to help reduce your blood pressure.  
[Learn more >](#)



# Bystolic Prescriptions and Speaking Fees

| Name              | City, State       | Bystolic prescriptions in 2010 | 2012 speaking fees   |
|-------------------|-------------------|--------------------------------|--|
| Gary Reznik       | Los Angeles, CA   | <a href="#">2,525</a> [4]      | <a href="#">\$3,750</a> [5]                                    |
| Lew Quon          | Los Angeles, CA   | <a href="#">1,990*</a> [6]     | <a href="#">\$3,750</a> [7]                                    |
| Mousif Mansour    | Southfield, MI    | <a href="#">1,941</a> [8]      | <a href="#">\$1,000</a> [9] and <a href="#">\$12,750</a> [10]  |
| David Kavtaradze  | Cordele, GA       | <a href="#">965</a> [11]       | <a href="#">\$51,250</a> [12]                                  |
| Adel Sidky        | Boynton Beach, FL | <a href="#">873</a> [13]       | <a href="#">\$9,000</a> [14]                                   |
| Michael Dao       | Garden Grove, CA  | <a href="#">864</a> [16]       | <a href="#">\$2,000</a> [17]                                   |
| Shaoyang Pan      | Los Angeles, CA   | <a href="#">818</a> [18]       | <a href="#">\$6,000</a> [19]                                   |
| Sao Duong         | Westminster, CA   | <a href="#">716</a> [20]       |  |
| Alexander Salerno | East Orange, NJ   | <a href="#">715</a> [21]       | <a href="#">\$1,250</a> [22] and <a href="#">\$11,250</a> [23] |

# Mass Data Top 50 Doctors: 2009-2011

|         | 2010        | 2011        |     |
|---------|-------------|-------------|-----|
| Total   | \$8,874,883 | \$8,692,012 | -2% |
| Average | \$177,498   | \$181,510   | 2%  |
| Mean    | \$164,894   | \$152,927   | -7% |

Total Payments Ranged from \$59,637 to \$421,905

Of those listed three times in the top 50 - 8 have been in the top 10 list

| Doctors/Year on List | 1 Year | 2 Years | 3 Years |
|----------------------|--------|---------|---------|
| Total 93 Doctors     | 53     | 25      | 15      |
| Date                 | 2009   | 2010    | 2011    |
| Top 50 1 Year        | 19     | 16      | 18      |



# Mass Data Top 15 Doctors: 2009-2011

| Rank | 2009                 | 2010                     | 2011                 |
|------|----------------------|--------------------------|----------------------|
| 1    | Mary Ann Asbell      | Alfred J Tria            | Stephen John Ferzoco |
| 2    | Charles M Gibson     | Lawrence M Dubuske       | Alfred J Tria        |
| 3    | Stephen John Ferzoco | Mary Ann Asbell          | Yoav Golan           |
| 4    | David M Barrett      | Patrick J Connolly       | John J Miller        |
| 5    | Lawrence M Dubuske   | Gloria A Vigliani        | Lawrence M Dubuske   |
| 6    | Mark Eric Josephson  | David R Staskin          | Charles H Brown      |
| 7    | Alfred J Tria        | Simcha J Weller          | Wolfgang Fitz        |
| 8    | Osama S Hamdy        | John T Nagurney          | David R Staskin      |
| 9    | Karl-Heinz U Breuing | David Gomolin            | Claudia T Martorell  |
| 10   | Peter L Rosenblatt   | Stanley Anthony Nasraway | Mark Eric Josephson  |
| 11   | Charles H Brown      | Mark Eric Josephson      | Tom Minas            |
| 12   | Randall Zusman       | Roger H Emerson          | John P Docherty      |
| 13   | Elenie C Bartzokis   | Tony Tannoury            | Stephen Craig Ellen  |
| 14   | David R Staskin      | Bonnie A Henderson       | Elenie C Bartzokis   |
| 15   | William C Hsu        | Charles H Brown          | Michael W Schuster   |

# Mass Data Top 10 Hospitals

| Rank | 2009                                  | 2010                                   | 2011                                  |
|------|---------------------------------------|--|---------------------------------------|
| 1    | Mass General Hospital                 | Mass General Hospital                  | Brigham & Women'S Hospital            |
| 2    | Brigham & Women's Hospital            | Brigham & Women'S Hospital             | Mass General Hospital                 |
| 3    | Tufts Medical Center                  | Umass Memorial Med Ctr/<br>Univ Campus | Dana Farber Cancer Institute          |
| 4    | Dana Farber Cancer Institute          | Dana Farber Cancer Institute           | Tufts Medical Center                  |
| 5    | Childrens Hospital Boston             | Tufts Medical Center                   | Beth Israel Deaconess Med<br>Ctr/East |
| 6    | Beth Israel Deaconess Med Ctr/East    | Boston Med Ctr Corp Newton<br>Pavilion | Childrens Hospital Boston             |
| 7    | Mass Eye & Ear Infirmary              | Beth Israel Deaconess Med Ctr/East     | Baystate Medical Center               |
| 8    | Beth Israel Deaconess Medical Ctr     | Mass Eye & Ear Infirmary               | New England Baptist Hospital          |
| 9    | Baystate Medical Center               | Baystate Medical Center                | Umass Memorial Med Ctr/U<br>Campus    |
| 10   | Umass Memorial Med Ctr/Univ<br>Campus | New England Baptist Hospital           | Lahey Clinic Hospital                 |

# Mass Hospital Data

|         | 2010            | 2011            | % Difference |
|---------|-----------------|-----------------|--------------|
| Total   | \$16,715,739.68 | \$12,744,273.61 | -24%         |
| Average | \$303,922.54    | \$245,082.18    | -19%         |
| Mean    | \$14,290.89     | \$5,419.88      | -62%         |



## National PharmFree Week April 2014 - Details Coming Soon

### PharmFree Scorecard Released

### Majority of U.S. Medical Schools Have Strong Pharmaceutical Conflict-of-Interest Policies: AMSA Survey to Review Policies at U.S. Teaching Hospitals Next

National PharmFree Week (NPFW) is an annual event to highlight the importance of putting patients first by addressing conflicts of interest and encouraging evidence rather than marketing-based education. NPFW aims to focus the attention of medical, premedical, and allied health students on the importance of understanding the impact and control of financial and professional conflicts of interest in education, research, and patient care. AMSA has put together a wide variety of student and institutional projects for education and policy change which you can learn more about below or by visiting [www.pharmfree.org](http://www.pharmfree.org).

*This programming was made possible by a grant from the state Attorney General*

**NEW REPUBLIC**

Against Transparency  
BY LAWRENCE LESSIG, JD  
Director Edmond J. Safra Center  
for Ethics at Harvard University

Money is a simple argument

Structural insinuations -- the constant suggestion that sin is present  
sometimes but not always

Certifies what the public thinks it already knows

The sin of omission for not disclosing can be greater than disclosing

Electronic makes this a permanent record

The numbers are always added up -- (2006-2010.....)

Transparency provides little if no context to decision making – we  
always assume the worst

# Downside of Transparency

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8567406979

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| Pay to the order of<br>Four Hundred Thirty Seven and 25/100 |  | AMOUNT \$ 457.25 |
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