If we count the recent books on drug companies, we find almost all are negative. Most say the drug industry is greedy, unconcerned with risk, hides bad clinical results, and focused on only mass market drugs where they can produce me-too drugs. Most of these books get a lot of play in the media because they make a good story and can be sensationalized in a 30-second sound bite.

Robert Goldberg has written an excellent book about how the Internet is being misused to disseminate junk science. Goldberg feels that the prevalence of negative websites and blogs on the Internet has caused people to avoid treatments that are beneficial.

He examines what happened when vaccinations for diphtheria and whooping cough were linked to autism. Parents were scared to vaccinate their kids, and deaths among the non-vaccinated rose dramatically. He blames the pseudo-experts like Jenny McCarthy whose medical credentials include being a Playboy centerfold and hosting MTV game shows. The Internet gives these pseudo-experts a worldwide forum and many anecdotal blogs about how vaccines caused autism.

Goldberg points out that when a drug is searched on the Internet, the number of sites dedicated to it are overwhelmingly negative. He cites a study on Crestor, the popular cholesterol reducer. About two-thirds of the online environment was negative. Almost half of the sites, 47 percent, were from lawyers looking for clients harmed by Crestor. Only 17 percent were unbiased sites. The impact of the overwhelming negative bias is to scare people who need treatment to no treatment or perhaps dangerous alternatives.

Goldberg also follows the Vioxx case, in which he concludes that the effect of mass negativism and misuse of the facts has resulted in discouraging drug companies from research in pain control. The winners were the lawyers and anti-drug company activists, not consumers.

On the positive side, Goldberg shows how positive an influence the Internet can be. He cites patient social media sites such as PatientsLikeMe as a place where consumers can gather and exchange useful tips on treatment. He also mentions the positive effects of the Internet on being able to match patients with new clinical trials. Goldberg would like to see an increasing use of the Internet by physicians who can blog to counter some of the junk science that scares their patients.

Clearly, if one measures both the Internet sites and printed books on how the drug industry is treated, it is highly negatively biased. Goldberg advocates that consumers are being misled by much of what is on the Web, causing harm to them and their families. Balance is needed, says Goldberg, and consumers need to be skeptical about what they find on the Web. For anyone in the drug industry, this book is filled with facts and examples that can be used to defend the drug makers from unfair assault. The media will not likely cover this book because there is no breaking story here. They like “Death in your Medicine Cabinet” stories the best and Goldberg’s debunking of junk science is not dramatic enough.

Robert Ehrlich, chairman and chief executive of DTC Perspectives Inc., regularly reviews books about the pharmaceutical industry, marketing and advertising for DTC Perspectives magazine. He also writes a weekly e-newsletter providing insights on pharmaceutical marketing trends. To subscribe to this FREE weekly analysis, sign up at the website, www.DTCPerspectives.com. Ehrlich can be reached by e-mail at Bob@DTCPerspectives.com.
By associating their medicine chests with these endeavors, Burroughs Wellcome capitalized on the popular craze for exploration. Advertisement. Wellcome advertisements featured the Tabloid kits that rode on the first transatlantic airship voyage; with Rear Admiral Peary on his successful 1909 bid for the North Pole; and with Rear Admiral Byrd on his 1929 flight to the South Pole. Standard-issue Tabloid chests for the consumer’s motorcar or yacht basked in the reflected glamor of those exploits. Tabloid Medicine: How the has been added to your Cart. Add to Cart. Buy Now. Dr. Robert Goldberg is Vice President and co-founder of the Center for Medicine in the Public Interest, a non-profit institute dedicated to promoting the use and understanding of technologies that make health care more predictive and personalized. The medication in TABLOID can be sold under different names. Refer to the Also Known As section to reference different products that include the same medication as TABLOID. Drug Basics. Brand Name: TABLOID. Generic Name: THIOGUANINE. Drug Type: HUMAN PRESCRIPTION DRUG. To make sure your medicines work as they should, here are some of the most common food-and-drug combinations to avoid. October 22, 2015. Patient Advocate Center. He compares tabloid medicine to urban legends of the past. The difference with tabloid medicine today is that the Internet is a cheap and efficient way to spread such legends for fear and profit, and he predicts that this trend will only get worse with the growing use of Twitter, Facebook and hand held devices for sharing information. Related Posts. However, proponents of tabloid medicine claim that even the science of personalized medicine is dangerous.