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Researched Persuasive Writing and Speaking

Next Patient Please/Creating Clients

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Today we live within a society where the makers of Apple products feel more pressure and more compelled to keep us satisfied by releasing a new iPhone than pharmaceutical companies are regarding our health and innovation. The pharmaceutical industry was once full of promise, hope, and cures for biological mysteries. It is now the least trusted industry in our health care sector as voted by Americans, beating out hospitals and even insurance companies (Lo, 2019). Why is it that most Americans feel that they cannot trust “Big Pharma”?

A staggering seventy percent of Americans are on a minimum of one medication that requires a prescription from a doctor. What is more alarming is that twenty percent are taking five or more medications daily. Again, these are not including your typical aspirin or supplemental vitamins. From 1999 to 2000, there was an unnerving forty-four percent surge of prescriptions being filled, while from 2007 to 2008, that rate increased to an unbelievable forty-eight percent (Mayo Clinic, 2013). What is causing this alarming rise of people rushing off to the pharmacy?

The profit from the ever-high cost of medication is primarily being spent on advertisement. In 2004, researchers estimated that twenty-four percent was spent on ads with only thirteen percent of that same profit being spent on research (York University, 2008). Not so long ago in 2015, the industry spent a little over five billion on ads, such as magazines and commercials, which sprint across your TV at a rate of eighty ads per hour. To this day, the United States is one of only two countries to legally allow direct to consumer advertisement from pharmaceutical companies. Shockingly, the greatest portion of their finances for advertisement is saved for targeting our local physicians. Big pharmaceutical companies shelled out more than twenty-four

billion dollars on marketing to physicians in 2012. This marketing would include but not limited to dinners, flights, and checks for paid speaking jobs on a drug or device from that company. Studies go on to show that a doctor who receives benefits such as these were almost three times more likely to prescribe that company's drug at higher rates than others in their field (Llamas, 2019).

Without question, we know more about medicine and health than ever before. Nevertheless, we treat a patient with medications for diseases they have yet to acquire, such as those patients who are prediabetic. This is an affliction that can be treated and managed with a strict diet and regular exercise (Carr, 2017). Antidepressants rank second as the most prescribed drug (Mayo Clinic, 2013). Talk-therapy was shown to be just as effective if not better than prescription medication, regardless in 2005 only a mere eleven percent of psychiatrists reported they provide such therapy to their clients. Instead, they now spend roughly fifteen minutes talking to and adjusting their medication with times in between appointments ranging from weeks or even months apart (Harris, 2011). Why has the care of our health changed so drastically?

Unquestionably, pharmaceutical companies, physicians, and medications have provided people globally with relief when their bodies seemed to wage a silent war from within. Diseases that once plagued our nations have been eradicated with their united front. Personally, I was naïve at the disarray this part of our industry is currently in. We are allowing the agenda of an industry that seems to have lost its way lead our healthcare. Thus, showing we are no longer working in tandem. If we proceed in this direction, big pharma will continue creating an America of incalculable clients.

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