SUBSCRIBE NOW to Prescrire International

Subscription rates	1 year	2 years
Individual rate (1)	112 € (151 USD)	208 € (281 USD)
Student rate	56 € (76 USD)	104 € (140 USD)
Institutional rate (2)	283 €	550 €

(382 USD) (742 USD)

1- For Solidarity subscription rates see the preceding page. 2- Commercial companies and institutions

Yes, I would like to subscribe to
Prescrire International.

Please send me a free sample issue of
the French journal <i>Prescrire</i>

Last name:	
First Name	

Auul 688 (1).	 	
\ /		

Address (1).

7in.

21p	 City.	 	
Country:	 	 	

E-Mail:	

Occupation:
working in the community, hospital, university, industry,
other (please circle)

	_			
1- Give the	format of the	address as	it is used	in your country

I enclose a cheque for €	
27 I TCC	

	01 (CS\$	
] I pay €			

or	0.52	
bv	Credit	card

Fax:

VISA		
 -	,	

EUROCARD/MASTERCARD
AMEDICAN EVDDECC

	ILKI	U/ 11 1		211	KES	0					
d numbe	.r.		1								

Card number:	L		L		L	L	L	L				
F 1.4.	ı	ı	1.7	/,	1							

	/
Expiry date:	

Cionatura	
Signature:	

Postage and handling charges are included in the quoted prices. Subscribers outside the European Union who are subject to value added tax (VAT) may pay the ex-tax cost: divide the full cost by 1.021. EU subscribers subject to VAT must provide us with their VAT code number.

Send your order with payment to:

Prescrire International 83 bd Voltaire - 75558 PARIS CEDEX 11 -**FRANCE**

Fax: + 33 1 49237648 e-mail: international@prescrire.org Downlanded from english.prescrire.org on 05/11/2025

Medicines in Europe: where are we headed?

In early 2009, European pharmaceutical policy is still in the hands of the European Commission's Enterprise and Industry Directorate-General, rather than the Directorate-General for Health and Consumers (also known as DG Sanco). This choice is yet another all-too-obvious stumbling block on the path to a Europe that places health and welfare as its chief preoccupations.

Every proposed directive, regulation and other bit of legislation shaping European pharmaceutical policy carries, from the outset, a short-sighted pro-industry bias: to defend the industry's economic interests, to develop competition and competitiveness, to create a single market. Experience shows that these objectives are a far cry from concerns such as improving access to well-evaluated drugs and bringing tangible benefits to patients.

Pro-industry to the bitter end. In October 2008, the Enterprise and Industry Directorate was supposed to publish a new "pharmaceutical package" of directives and regulations, particularly concerning patient information. Cleverly disguised as serving patients' interests, the Directorate's proposals were in fact intended to lift the ban on direct-toconsumer advertising for prescription drugs.

Consciousness raising? The Industry Directorate's proposal worried Commissioners from several other European Commission directorates, and they dared to oppose the move, in particular the new Commissioner of the Directorate-General for Health and Consumers.

The Industry Directorate had to postpone and in the end to amend its proposal. This clash between commissioners bodes well for patients and healthcare professionals. It underscores the need to link medicines with questions of health (and with DG Sanco), instead of treating them as just another business.

And it is encouraging to all those who believe that a Europe devoted to health and welfare is both necessary and possible.

@Prescrire

More details online at :

http://www.prescrire.org/cahiers/dossierEuropeMedAccueilEN.php

About Prescrire

Prescrire International is published six times a year. It features a selection of articles translated into English from the monthly French-language journal *Prescrire*. Both journals are published by the not-for-profit organisation Association Mieux Prescrire (AMP), which is dedicated to providing continuing medical education and reliable healthcare information.

Copyright(c)Prescrire. For personal use only.