GLOBAL PHARMACEUTICALS

Science, Political Economy, Ethics

ANT 405 Department of Anthropology Princeton University

Tuesday 7:30-10:20 PM 216 Aaron Burr Hall Spring 2007

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Office hours: M 12:30-2:00 pm or by appointment

Course Description

Global pharmaceutical sales reached \$602 billion in 2005—a growth of 7 percent from the previous year. According to IMS Health, one of the world's leading market intelligence company, "As growth in mature markets moderates, industry attention is shifting to smaller, developing markets that are performing exceptionally well." This course explores the scientific and regulatory strategies of drug development in the United States and the political and social implications of new global pharmaceutical markets. We will discuss the ethics of clinical trials and the politics of access to new drugs, and inquire into how the production of pharmaceuticals is reshaping models of public health and ideas of well-being and citizenship in rich and poor contexts (United States, Japan, Brazil, India, Argentine, Haiti, and Uganda, for example). As we explore new articulations between commercial science, governments and civic groups, we will also discuss the cultural dimensions of drug marketing, prescription patterns, and variations in the experience of disease and health (with a focus on mental illness and AIDS). The course draws from medico-scientific literature, media and policy debates, and ethnographic and social scientific work, and familiarizes students with critical debates on globalization and with local responses to globalizing processes. It contributes to ethical and political debates on the development and access to new medical technologies.

Requirements

The course assumes a basic familiarity with social scientific concerns and concepts. The success of the course depends on your commitment to complete all required readings for each class meeting, to critically reflect on the readings, to participate actively in the class discussions, and to creatively integrate these insights in your final research paper. Grading will be based on:

- Participation and an oral presentation (15 percent).
- Reading reports (no more than 500 words) (20 percent).
- Midterm take-home exam (no more than 1,000 words) (25 percent).
- A final research paper (8-10 double-spaced pages). Papers are due at May 15th at 5:00 pm (40 percent).

Required Books

The following required books will be available for purchase at the U-Store and will also be on reserve at Firestone Library.

- Angell, Marcia. 2005. The Truth About Drug Companies: How They Deceive Us and What to Do About It. New York: Random House.
- Healy, David. 1999. The Antidepressant Era. Cambridge, MA: Harvard University Press.
- Petryna, Adriana, Andrew Lakoff, and Arthur Kleinman (eds.). *Global Pharmaceuticals: Ethics, Markets, and Practices*. Durham, NC: Duke University Press, 2006.

Additional articles and book chapters can be downloaded from Blackboard's electronic reserve.

February 6

Introduction

- Berenson, Alex. "Disparity Emerges in Lilly Data on Schizophrenia Drug." *The New York Times*, December 21, 2006.
- Berenson, Alex. "Mother Wonders if Psychosis Drug Helped Kill Son." *The New York Times*, January 4, 2007.
- Berenson, Alex. "Lilly Settles With 18,000 Over Zyprexa." *The New York Times*, January 5, 2007.
- Giridharadas, Anand. "Clinton's Foundation Brokers Deal on AIDS Drugs." *The New York Tines*, November 30, 2006.
- Dewan, Shaila. "Waiting List for AIDS Drugs Causes Dismay in South Carolina." *The New York Times*, December 29, 2006.
- Horton, Richard. "Vioxx, the Implosion of Merck, and Afterschocks at the FDA." *The Lancet* 364, December 4, 2004, p.1995-6.
- Film: Frontline—Dangerous Prescription

February 13

Pharmaceuticals and New World of Global Health

- Cohen, Jon. "The New World of Global Health." *Science* January 13, 2006; 311(5758):162-167.
- Petryna, Adriana and Arthur Kleinman. "The Pharmaceutical Nexus." In *Global Pharmaceuticals: Ethics, Markets, and Practices* edited by Adriana Petryna, Andrew Lakoff, and Arthur Kleinman. Durham: Duke University Press, 2006, pp. 1-32.
- Angell, Marcia. *The Truth About Drug Companies: How They Deceive Us and What to Do About It.* New York: Random House, 2005.
- Film: The Corporation by Mark Achbar, Jennifer Abbot, and Joel Bakan
- Reading response is due

February 20

Cultures of Drug Development and Regulation

- Shapin, Steven and Simon Schaffer. 1985. *Leviathan and the Air-Pump: Hobbes, Boyle, and the Experimental Life*. Princeton: Princeton University Press, pp. 1-8, 22-26, 65-79.
- Latour, Bruno. 1999. "Give me a laboratory and I will raise the world." In *The Science Studies Reader* edited by Mario Biagioli. New York: Routledge, pp.258-275.
- Goozner, Merrill. *The \$800 Million Pill: The Truth Behind the Cost on New Drugs*. Berkeley: University of California Press, 2004, pp. 13-38, 85-114.

- Light, Donald. 2004. "Will Lower Drug Prices Jeopardize Drug Research? A Policy Fact Sheet." *The American Journal of Bioethics* 4(1):W1-W4.
- Healy, David. "The New Medical Oikomune." In *Global Pharmaceuticals: Ethics, Markets, and Practices* edited by Adriana Petryna, Andrew Lakoff, and Arthur Kleinman. Durham: Duke University Press, 2006, pp. 61-84.
- Guest Speaker: Prof. Adel A. Mahmoud (Princeton University)
- Reading response is due

February 27

Antidepressants, Profits, and Risks

- Healy, David. *The Antidepressant Era*. Cambridge, MA: Harvard University Press, 1999.
- Sell, Susan. 2003. *Private Power, Public Law: The Globalization of Intellectual Property Rights*. Cambridge: Cambridge University Press, pp. 129-138, 151-162.
- Beck, Ulrich. 1992. "On the Logic of Wealth Distribution and Risk Distribution." *Risk Society*. London: Sage Publication, pp. 19-50.
- Film: Selling Sickness: An Ill For Every Pill by Catherine Scott
- Project: Clippings on Pharmaceutical Advertisement

March 6

Globalizing Clinical Trials

- Marks, Harry. 1997. *The Progress of Experiment: Science and Therapeutic Reform in the United States*, 1900-1990. Cambridge: Cambridge University Press, pp.1-14, 17-41, 229-248.
- Rothman, David. "The Shame of Medical Research." *The New York Review of Books*, Nov 30, 2000, pp.60-64.
- Kent, David et al., "Clinical Trials in Sub-Saharan Africa and Established Standards of Care: A Systematic Review of HIV, Tuberculosis, and Malaria Trials." *JAMA* 2004; 292:237-242.
- Farmer, Paul. 2002. "Can transnational research be ethical in the developing world?" *The Lancet*, 360:1266.
- Petryna, Adriana. "Globalizing Human Subjects Research." In *Global Pharmaceuticals: Markets, Practices, Ethics* edited by Adriana Petryna, Andrew Lakoff, and Arthur Kleinman. Durham, NC: Duke University Press, pp. 33-60.
- Petryna, Adriana. "The Globalized Clinical Trial" (Part Two of the manuscript *Human Subjects Research Enterprise*, Princeton University Press, forthcoming).
- Farmer, Paul. 2002. "Can transnational research be ethical in the developing world?" *The Lancet*, 360:1266.
- Guest Speaker: Adriana Petryna (University of Pennsylvania)
- Reading response is due

March 13

Market Intelligence and Drug Advertising

- Applbaum, Kalman. "American Pharmaceutical Companies and the Adoption of SSRI's in Japan." In *Global Pharmaceuticals: Markets, Practices, Ethics* edited by Adriana Petryna, Andrew Lakoff, and Arthur Kleinman. Durham, NC: Duke University Press, pp. 85-110.
- Lakoff, Andrew. "High Contact: Gifts and Surveillance in Argentina." In *Global Pharmaceuticals: Markets, Practices, Ethics* edited by Adriana Petryna, Andrew Lakoff, and Arthur Kleinman. Durham, NC: Duke University Press, pp. 111-135.
- Oldani, Michael. 2004. "Thick Prescriptions: Toward an Interpretation of Pharmaceutical Sales Practices." *Medical Anthropology Quarterly* 18(3); 325-356.
- NIHCM. 2001. "Prescription Drugs and Mass Media Advertising, 2000." Report by the National Institute for Health Care Management: 7-16.
- PHRMA. 2001. "Direct to Consumer Advertising Strengthens Our Health Care System" Report by Pharmaceutical Research and Manufacturers of America (PhRMA): 1-9.
- Film: Money Talks: Profits before Patient Safety by Kathleen Slattery-Moschkau

*** SPRING BREAK ***

March 27

Pharmaceutical Personhood and Local Ecologies of Care

- Foucault. Michel. "Technologies of the Self." In *Ethics: Subjectivity and Truth* edited by Paul Rabinow. New York: The New Press, pp. 223-251.
- Deleuze, Gilles. "Two Questions on Drugs." In *Two Regimes of Madness*. New York: Semiotext(e), 2006, pp. 151-155.
- Das, Veena and Ranendra K. Das. "Pharmaceuticals in Urban Ecologies: Te Register of the Local." In *Global Pharmaceuticals: Markets, Practices, Ethics* edited by Adriana Petryna, Andrew Lakoff, and Arthur Kleinman. Durham, NC: Duke University Press, pp. 171-205.
- Lovell, Anne M. 2005. "Addiction Markets: The Case of High-Dose Buprenorphine in France." In *Global Pharmaceuticals: Markets, Practices, Ethics* edited by Adriana Petryna, Andrew Lakoff, and Arthur Kleinman. Durham, NC: Duke University Press, pp. 136-170.
- Fainzag, Sylvie. "Religious Attitudes toward Prescriptions, Medicines, and Doctors in France. *Culture, Medicine & Psychiatry*, 2005, 29 (4): 457-476.
- Biehl, João. "A Life: Between Psychiatric Drugs and Social Abandonment." In *Subjectivity: Ethnographic Investigations*. Berkeley: University of California Press, 2007, pp. 397-421.
- Film: Frontline—The Meth Epidemic
- Reading response is due

April 3

Treatment Rollouts, Pharmaceuticalization, and the Politics of Survival

- Westerhaus, Michael and Arachu Castro. "How Do Intellectual Property Law and International Trade Agreements Affect Access to Antiretroviral Therapy?" *PLoS Med*, 2006, 3(8): e332.
- Schuklenk, Udo and RE Ashcroft. "Affordable access to essential drugs in developing countries: conflicts between ethical and economic imperatives." *Journal of Medicine and Philosophy*, 2002, 27(2): 179-195.
- Biehl, João. "Pharmaceutical Governance." "Pharmaceutical Governance." In *Global Pharmaceuticals: Ethics, Markets, Practices* edited by Adriana Petryna, Andrew Lakoff, Arthur Kleinman. Durham, NC: Duke University Press, 2006, pp. 206-239.
- Whyte, Susan Reynolds, M. A. Whyte, L. Meinert, B. Kyaddondo. "Treating AIDS: dilemmas of unequal access in Uganda." In Petryna, Adriana, Andrew Lakoff, and Arthur Kleinman (eds), *Global Pharmaceuticals: Markets, Practices, Ethics*. Durham, NC: Duke University Press, 2006, pp. 240-262.
- Ramiah, Ilavenil and Michael R. Reich, "Building effective public–private partnerships: Experiences and lessons from the African Comprehensive HIV/AIDS Partnerships (ACHAP)." *Social Science & Medicine* 2006, 63(2):397-408.
- Rosenberg, Tina. (2006). "When a Pill Is Not Enough." *The New York Times Magazine* 08/06/2006, pp. 40-45, 52, 58-59.
- Film: *Pills Profits Protest: Chronicle of the Global AIDS Movement* by Anne-christine d'Adesky, Shanti Avirgan, and Ann T. Rossetti (2005)
- Guest Speaker: Susan Reynolds Whyte (University of Copenhagen)
- Reading response is due

April 10

Neglected Diseases and Pharmaceutical Humanitarianism

- Pogge, Thomas. "Human Rights and Global Health: A Research Program." *Metaphilosophy* 36(1/2) 2005.
- Frost, Laura. "A Partnership for Ivermectin." In *Public-Private Partnerships for Public Health* edited by Michael R. Reich. Cambridge, MA: Harvard University Press, 2002, pp. 87-112.
- Katabarwa, Moses, Richards, F.O. Jr, and R. Ndyomugyenyi. "In rural Ugandan communities the traditional kinship/clan system is vital to the success and sustainment of the African Programme for Onchocerciasis Control." In *Annals of Tropical Medicine and Parasitology*, 2000, (94) 5: 485-495.
- Moran M. "A breakthrough in R&D for neglected diseases: New ways to get the drugs we need." PLoS Med 2005, 2(9): e302.

- "New Cure for Deadly Visceral Leishmaniasis (Kala-Azar) Approved By Government Of India." (Press release One World Health, September 8, 2006) http://www.oneworldhealth.org/media/details.php?prID=154
- Film: A Different Type of Drug Company by Carl Byker and The Economics of Health/Poor Peoples Diseases (BBC)
 http://www.oneworldhealth.org/media/audio_video.php
- Film: *Rx for Survival: The Heroes* (PBS).
- Guest Speaker: Ari Samsky (Princeton University)

April 17

The Invisible Cure

- Epstein, Helen. *The Invisible Cure: AIDS, Africa, and the West.* New York: Farrar, Stauss, and Giroux, 2007. (Excerpts).
- Guest Speaker: Helen Epstein (Princeton University)
- Fim: Global Health: Today's Challenge and America's Response
- Guest Speaker: Helen Epstein (Princeton University)

April 24

The World in Pieces and the Future of Medicines

- Farmer, Paul. "Never Again? Reflections on Human Values and Human Rights." The Tanner Lecture on Human Values delivered at the University of Utah, May 2005 (http://www.pih.org/inforesources/news/Farmer-Tanner-Lecture2005.pdf).
- Redfield, Peter. "Doctors, Borders and Life in Crisis." *Cultural Anthropology*, 2005, 20(3): 328-361.
- Welch, H. Gilbert, Lisa Schwartz and Steven Woloshin. Essay: What's Making Us Sick Is an Epidemic of Diagnoses. *The New York Times*, January 2, 2007.
- Rajan, Kaushik S. "Subjects of Speculation: Emergent Life Sciences and Market Logics in the United States and India." *American Anthropologist*, 2005, 107(1): 19-30.
- Whitmarsh, Ian. "Medicalized Motherhood, the Pharmaceutical, and Categorizing Asthma in Participant Experience: Discourses Critiqued and Lived in an International Genetics Study." Manuscript.

May 1

Review of Course Themes and Discussions