



MAGGIE CHANG

*Pharma Fever*

pens, canvas, vintage gold and silver chains and findings

“This necklace represents the history of excessiveness of our country’s pharmaceutical industry. In recent history, drug makers have spent over two times the amount on marketing compared to what they spend on drug research and development, the ubiquitous presence in medical offices of pens, sticky pads, and other paraphernalia adorned with drug names and company logos has continued to raise issues regarding physician autonomy and ethical obligations.

Over the last ten years, PhRMA, the US trade association of the pharmaceutical industry, has responded to growing criticism of the marketing techniques drug makers use to promote their wares among physicians—including lavish meals and sports tickets, resort trips and golf balls. Starting in 2008, the pens and mugs, along with other gifts, given to doctors would no longer be allowed under new voluntary guidelines, issued by PhRMA.

These pharmaceutical pens are now sold on eBay as *vintage* pens. Draped with vintage chains, may this necklace of newly classic pharmaceutical pens give this message: may pharmaceutical excessiveness continue to be a thing of the past as industries in healthcare focus on what should indeed be their focus—our health.”

*\*exempt from competition*

