

The [pharmaceutical industry](#) has a bad [image](#). It has often also been criticized in internationally well-known medical [journals](#). An exact [examination](#) in the context of the peculiarities of the pharmaceutical [products market](#) has shown that there are at present five areas where ethical problems in the pharmaceutical industry exist: poor information flow, the relationship between the pharmaceutical industry and public health authorities, security standards and the scientific quality of research, provisioning, and priorities in research. It is difficult for the pharmaceutical industry to cope with conflicts of interest and their implications in these areas. There are surely individual ethical deficiencies and shortcomings but this is no reason for the whole branch to be criticized. In comparison to other branches, the pharmaceutical industry is much better than its image. People have to consume pharmaceutical products even though they do not like doing so, and therefore cannot be expected to champion the cause of the branch. It needs to adopt another strategy in order to improve its image ((Prat EH. Ist die Pharmaindustrie wirklich so schlecht wie ihr Ruf? [Is the pharmaceutical industry really as bad as its reputation?]. Wien Med Wochenschr. 2005 Nov;155(21-22):502-12. German. doi: 10.1007/s10354-005-0233-x. PMID: 16425111.))

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Last update: **2025/05/13 02:00**

