

Clinical Promotion

Clinical promotion refers to the strategic presentation of medical devices, drugs, or interventions in a way that appears scientific or evidence-based, but is primarily intended to generate commercial interest, enhance product credibility, or drive adoption in clinical practice.

Unlike rigorous scientific research, clinical promotion often features:

Industry-funded studies with favorable endpoints.

Low methodological standards (e.g., retrospective, uncontrolled, small sample size).

Overstated conclusions or selective reporting of benefits.

Extensive author conflicts of interest tied to the product's manufacturer.

Publication in journals with high visibility but minimal editorial resistance.

□ In essence: Clinical promotion is marketing disguised as medicine. It leverages the appearance of scientific legitimacy to boost commercial uptake, often bypassing the standards of critical evaluation expected in academic research.

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