



Course Syllabus

Course Code	Course Title	ECTS Credits
PHAR-604	Pharmaceutical Industry Ethics	7.5
Prerequisites	Department	Semester
None	Life and Health Sciences	1 st
Type of Course	Field	Language of Instruction
Required	Pharmacy	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Elena Mourelatou Petros Mavrogenis	1 st
Mode of Delivery	Work Placement	Corequisites
Distance Learning	NA	NA

Course Objectives:

Pharmacists as health-care providers face ethical issues in terms of pharmaceutical care, relationship with patients and cooperation with the health-care team. Therefore, the professional code of ethics for pharmacists includes principles such as the respect for patient dignity and autonomy, beneficence, non-maleficence, justice, empathy, excellence, and honesty, while denoting the importance of pharmacist-patient and pharmacist-other health care provider cooperation.

Ethical issues not only arise from the services provided in a community or hospital pharmacy setting, but also from the activities performed in the pharmaceutical industry. Such activities are related to the drug discovery and development processes (including the conduct of clinical trials), the assurance of quality, safety and efficacy of drugs, the management of drug-related problems, the drug promotion and advertising, as well as the development of generic formulations and the research for drugs concerning special health issues such as psychiatric disorders.

Therefore, the course is aiming to provide a deep overview of the ethical challenges arising for pharmacists working in the pharmaceutical industry, so that the students will be able to identify and comprehend the ethical issues posed during the performance of the above-mentioned activities. Teaching ethics is a fundamental way of implementing applied ethics in the pharmaceuticals profession in association with ethical guidelines.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Recognize the basic ethical principles applied to the pharmaceutical industry activities.
2. Interpret the ethical challenges associated with the drug discovery and development process, including the conduct of clinical trials, the research activities performed in developing countries and the issues arising from drug development for psychiatric disorders.
3. Analyze the ethical aspects of drug promotion and advertising, including their influence on drug prescribing habits.
4. Explain the ethical implications of pharmaceutical patents, generic drug development and usage, as well as of the lobbying performed by pharmaceutical companies.
5. Identify the ethical issues related to drug quality, safety and efficacy, taking also into consideration the drug-related problems.

Course Content:

- Basis of ethics. Principles of ethics focusing on the patient. Ethical rationalism applied to pharmaceuticals.
- Ethics of the drug discovery and development process.
- Ethical aspects of clinical trials of pharmaceuticals.
- Ethics of the economics of drug-related morbidity and mortality.
- Ethical promotion and advertisement of medicines.
- Misleading practices by a pharmaceutical company.
- Influence of pharmaceutical marketing on a physician's prescribing behavior and ethical restrictions (conflicts of interest; hierarchy in medical professions; incentives). Correct pharmaceutical access to physician prescription records (drug data; marketing techniques; confidentiality; conflicts of interest).
- Ethical considerations of lobbying by pharmaceutical companies (pharmaceutical lobbying; ethical and moral commitment of pharmaceutical companies to drug consumers; drug costs; patient welfare).
- Ethics of patents and generic drugs.
- Ethics of quality, safety, efficacy of drugs.
- Ethics of pharmaceuticals in developing countries.
- Ethics in controlled substances and drug research for psychiatric disorders.

Learning Activities and Teaching Methods:

Teaching material including PowerPoint presentations with extended descriptions and explanations, asynchronous video presentations, additional readings (journal articles and e-books), access to additional videos and commercials related to the course, synchronous

meetings (WebEx), forums, chats, quizzes, case studies and other formative and summative assessments.

Assessment Methods:

Continuous Assessment (assignments), Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
<i>Ethics and the Pharmaceutical Industry.</i>	Santoro, M. A. and Gorrie, T. M.	Cambridge University Press.	2007	
<i>The ethics of pharmaceutical industry influence in Medicine.</i>	Haque, O. S	Unesco Chair in Bioethics, Publications Division, Ministry of Education, Israel.	2013	
<i>Bad pharma: how drug companies mislead doctors and harm patients.</i>	Goldacre, B.	Fourth Estate Publishing	2012	