



The Policy Studies Organization

**Speaker**

Marta Makowska – *Warsaw University of Life Sciences*

**“Medical Students’ Attitudes Toward Pharmaceutical Marketing”**

In recent years, more and more often we hear in public debate all over the world that the pharmaceutical industry is using aggressive marketing to increase the market growth of RX drugs. Pharmaceutical companies have found ways to influence health care professional prescription habits. The most popular methods are: visits by pharmaceutical sales representatives, direct-to-consumer advertisements (only in New Zealand and US), and maybe the most important one – promotional actions to students who in near future will be able to prescribe drugs. It is really important to influence those young people who do not have their prescriptions practice and habits yet.

This presentation will show the main differences in law and regulations of pharmaceutical marketing between the United States and Poland (former communist country and member of European Union). I will present the results of the survey research among medical students in the US and Poland about their attitudes toward pharmaceutical marketing.

I will address the questions: Do students think that they should have contact with pharmaceutical industry representatives during their studies? Do students think that studies are preparing them well for future cooperation with pharmaceutical companies’ representatives? What do they learn about it at Universities? What gifts would they be likely to take from pharmaceutical companies’ representatives? I will address the difference in their answers between countries.



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## **Biography**

**Dr. Marta Makowska** is an assistant professor at Warsaw University of Life Sciences in Poland and, as recipient of a Mobility Plus Fellowship, is a Visiting Scholar in the Pharmaceutical & Healthcare Marketing Department at Saint Joseph's University in Philadelphia. In 2004, she graduated with a Master's of Arts in Sociology and, in 2010, she finished Graduate School of Social Sciences where she defended her dissertation entitled: Ethical Standards of Pharmaceutical Marketing. A few months later she published a book by the same title, the first on this subject in Poland, and received first prize in the Federation of Financial Companies and Kozminski University Verba Veritatis contest for the best thesis in business ethics. More information about her work and publications can be found at: <http://sggw.academia.edu/MartaMakowska>