GSK to Cease Payments to Providers for Drug Promotion

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GlaxoSmithKline (GSK) has announced several changes intended to improve its transparency, Reuters reports. GSK will stop paying doctors for promoting its drugs; eliminate prescription targets for its marketing staff; and end payments to health care professionals to attend medical conferences. These changes may push the whole pharmaceuticals industry to address allegations of aggressive marketing tactics.

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http://beta.docker.realhealthmag.com/article/gsk-drug-promotion-24953-3784