



*Powerful Healthcare Marketing Communications Solutions*

## **Many Americans Deeply Skeptical Of Pharmaceutical Companies' Motives For Supporting Non-Profits**

*Mistrust may be partly fueled by a sharp increase in media coverage focusing on "disease mongering" in recent years*

New York, NY – April 23, 2007 – Research released today by Envision Solutions, LLC, a healthcare marketing communications consultancy, reveals that many are deeply skeptical of drug firms' motivations for supporting non-profit organizations. According to a nationwide online survey, 43% of US adults believe that pharmaceutical companies fund groups like the American Heart Association and the National Kidney Foundation in order to get more people to buy their products or medicines. The poll is featured in a new Envision Solutions report titled "Preserving the Power of Pharma-Non-Profit Cause Alliances."

The results of this survey contrast sharply with other research indicating that the public views most corporate-non-profit cause alliances favorably. For example, according to a 2006 Barkley Public Relations/*PR Week* poll, only 10% of consumers believe that companies give to charities primarily to increase their profits.

Unease about pharmaceutical industry support of non-profits may be partly fueled by a recent sharp increase in news stories about "disease mongering." According to the journal *PLoS Medicine*, this refers to "the selling of sickness that widens the boundaries of illness and grows the markets for those who sell or deliver treatments." Critics suggest that drug firms collaborate with non-profits they fund solely to increase sales of their medicines. An Envision Solutions analysis reveals that US disease mongering-related media coverage increased by 775% between 2005 and 2006.

"Americans' mistrust of pharmaceutical companies coupled with increasing negative media coverage of their support of non-profits is a recipe for disaster," said Fard Johnmar, founder of Envision Solutions. "Without proactive and transparent communication, the power of these cause alliances will diminish and we will be deprived of a valuable public resource."

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419 Lafayette Street, 3rd Fl  
New York, NY 10003  
**Ph:** 212.501.6101  
**F:** 866.895.7220  
info@envisionsolutionsnow.com  
[www.envisionsolutionsnow.com](http://www.envisionsolutionsnow.com)

Envision Solutions' report features the full survey results and analysis of news coverage about disease mongering and ties between non-profits and the pharmaceutical industry. It also provides recommendations on how to communicate transparently about cause alliances.

To purchase and download "Preserving the Power of Pharma-Non-Profit Cause Alliances," please go to <http://www.envisionsolutionsnow.com/spotlight3.html>.

### **About This Research**

Kelton Research, a leading polling firm, conducted a national online survey on behalf of Envision Solutions from April 10 – 13, 2007. This nationally representative poll has a margin of error of +/- 3.1 percentage points.

Envision Solutions' media analysis was conducted using Factiva, a comprehensive database of more than 10,000 global news sources.

### **About Envision Solutions**

Envision Solutions, LLC is a full-service healthcare marketing communications consulting firm. The company provides innovative products and services to not-for-profit and for-profit organizations. Envision Solutions' core competencies are in the areas of analysis, strategic and tactical recommendation development, training and content development. Please visit [www.envisionsolutionsnow.com](http://www.envisionsolutionsnow.com) for more information about the firm.

### **Media Contact**

Fard Johnmar, Envision Solutions, LLC

**Phone:** 212-501-6101

**E-mail:** [news@envisionsolutionsnow.com](mailto:news@envisionsolutionsnow.com)

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