

ΙΑΤΡΙΚΗ ΕΠΙΣΤΗΜΗ
ΟΡΟΛΟΓΙΑ-ΓΛΩΣΣΑ
ΜΕΣΑ ΜΑΖΙΚΗΣ ΕΝΗΜΕΡΩΣΗΣ



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ΙΑΤΡΙΚΗ ΕΙΔΗΣΗ-ΠΟΙΟΣ Ο ΣΤΟΧΟΣ ΤΩΝ ΜΜΕ

Ενημέρωση?

On one axis you have maximum accuracy, integrity, detail-all of those wonderful things. And then on the other one you have got **time**. Your job is to do the best you can within that parameter.
(Medical reporter USA)

Often I do get pointy headed stories and twist them around to **a more consumer oriented angle**. But if I can't find a line that means something for a suburban family than it is going to be difficult to get it into the newspaper.
(Medical reporter USA)

Media coverage of health issues and how to work effectively with journalists
Leask et al, *BMC Public Health* 2010,10:535

How do journalists cover treatments, tests, products and procedures? An evaluation of 500 stories

Daily delivery of news stories may have a profound impact and perhaps **harmful impact** on health care consumers

Journalists fail to discuss **costs**, **quality of the evidence**, **alternative options** and the absolute magnitude of **potential benefits and harms**

Gary Schwitzer, PLoS Medicine May 2008, volume 5:e95, www.plosmedicine.org

ΣΤΗΝ ΕΛΛΗΝΙΚΗ ΟΡΟΛΟΓΙΑ ΛΕΞΕΙΣ ΚΛΕΙΔΙΑ (Πονηρές λέξεις των ΜΜΕ?)

Θεραπεία-θεραπευτικός-η-ο

Αποτέλεσμα-αποτελεσματικός-η-ο

Ασθενείς ή υγιείς άνθρωποι ή ομάδα ελέγχου?

Επιστημονική μελέτη, κλινική ή πειραματική? Άνθρωποι ή πειραματόζωα?

Φάρμακο ή επέμβαση ή παρέμβαση?

Νέο-καινούργιο-πρωτοποριακό?

Κόστος-φθηνό-ακριβό

Αιματηρό ή αναίμακτο?

Σε ποιούς-πότε-πόσο?

Θνητότητα-επικινδυνότητα-παρενέργεια-επιπλοκή

How do journalists cover treatments, tests, products and procedures? An evaluation of 500 stories Ratings criteria and explanation

Adequate discuss **costs**

Quantifies **benefits**

Adequately explains **potential harms**

Compares new ideas with **existing alternatives**

Seeks independent sources and discloses **conflict of interest**

Avoids disease mongering!

Reviews **study methodology** or **quality of evidence**

Establishes **true novelty of the idea**

Establishes **availability of the product or procedure**

Appears not to rely solely on news release

Gary Schwitzer, www.HealthNewsReview.org

ΙΑΤΡΙΚΗ ΕΙΔΗΣΗ ΚΑΙ ΜΜΕ

Κριτήρια επάρκειας και αξιοπιστίας της ενημέρωσης

- 1- αναφορά **κόστους** θεραπείας ή παρέμβασης
- 2- ποσοτικοποίηση της **ωφέλειας**-στατιστική
- 3- επαρκής **αναφορά παρενεργειών**
- 4- άλλες ήδη υπάρχουσες θεραπείες ή μέθοδοι
- 5- **αναφορά οικονομικού ενδιαφέροντος**
- 7- **αναφορά πηγής χρηματοδότησης**
- 8- αποφυγή ονοματοδοσίας νέων νοσημάτων (disease mongering)
- 9- αναφορά της **μεθοδολογίας**-ασθενείς? Υλικά?
- 10- προσεκτική **χρήση του όρου πρωτοτορία-καινοτομία**
- 11- **Διαθεσιμότητα** θεραπείας ή μεθόδου
- 12- **έναλλακτικές πηγές ενημέρωσης** πλην ΜΜΕ

Gary Schwitzer, www.HealthNewsReview.org

Η ΠΡΟΚΛΗΣΗ ΠΑΝΙΚΟΥ ΜΕΣΩ ΜΜΕ ΑΥΞΑΝΕΙ ΤΗΝ ΖΗΤΗΣΗ ΙΑΤΡΙΚΩΝ ΥΠΗΡΕΣΙΩΝ ΚΑΙ ΤΗΝ ΚΑΤΑΝΑΛΩΣΗ ΦΑΡΜΑΚΩΝ



Ο Φόβος της επιδημίας και η επιδημία του φόβου
Θανάσης Δρίτσας 2009, Καθημερινή

Το σκάνδαλο της γρίπης H1N1

Υπερδιάγνωση
Αύξηση παροχής ιατρικών υπηρεσιών
Κατανάλωση εμβολίων

Disease mongering

Το πρόβλημα της υπερδιάγνωσης και κατάχρησης εξετάσεων

Πρόπτωση μιτροειδούς
(Mitral valve prolapse)

Όζοι θυρεοειδούς
(Thyroid gland nodules)

Κακήθες μελάνωμα
(Melanoma)

Λίπος στο ήπαρ
(Fat in the liver)

Οστεοπόρωση
(Osteoporosis)

Αξονική στεφανιογραφία (CT coronary angiography)

Αιφνίδιος θάνατος κατά την άθληση
Medical screen related to sports and the fear of sudden death



The Big Pharma

How many drug innovations
over the last 20 years ?



The cholesterol fear and disease mongering



Gross mortality effect,
Statins vs penicillin vs b-blockers vs early vaccination ?

Which would you rather have, a **cholesterol** test or a final exam?

For many, the first sign of heart disease is a heart attack. Did you know that one out of two adult Canadians is at risk of developing heart disease because they have high cholesterol? And that cardiovascular disease IS the leading cause of death in Canada?

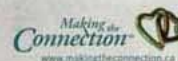
High cholesterol is a major risk factor for heart disease but managing your cholesterol can be quite simple.

If any of these apply to you, cut this screening test out and ask your doctor about getting your cholesterol tested:

- Woman 50 years or older
- Man 40 years or older
- Heart disease (angina, heart attack, coronary bypass, stroke, angioplasty)
- Diabetes
- Family history (mother, father, sister, brother or grandparent) of heart disease or high cholesterol
- Two or more of the following:
 - Overweight
 - Physically inactive
 - Smoker
 - High blood pressure



Call toll-free at
1-877-4-LOW-LDL
(1-877-456-9535) or visit
www.makingtheconnection.ca
and you will receive this
free booklet describing the
connection between cholesterol
and heart disease.



The Canadian Diabetes Association has licensed the "Making the Connection" program for its model and graphics to make the Canadian Diabetes Association's free booklet available to the public. All other trademarks and logos are the property of their respective owners. © 2007 The Canadian Diabetes Association.

Consumer targeted
Mass media medical adverts



*I took my
Prozac today*



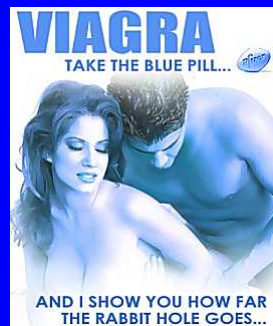
Massive use of Antidepressants

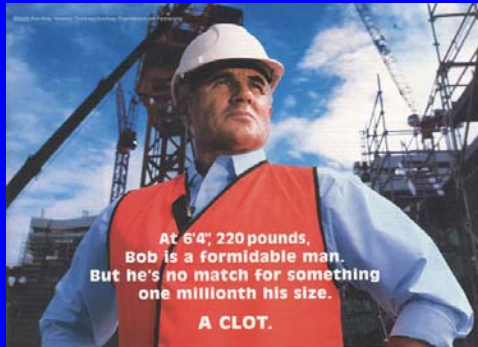
An advertisement for Havidol. On the right side, there is a photograph of a smiling woman with long brown hair, wearing a blue top and a necklace. On the left side, there is text: "HAVIDOL® (avafynetyne HCl) 20mg tablets and suppositories". Below this, it says "WHEN MORE IS NOT ENOUGH". Further down, it states "HAVIDOL IS THE FIRST AND ONLY TREATMENT FOR DYSPHORIC SOCIAL ATTENTION CONSUMPTION DEFICIT ANXIETY DISORDER (DSACDAD)". At the bottom left, there is a button that says "Use the ZING SELF ASSESSMENT TOOL" and "Take the Quiz". At the bottom right, there is a circular badge that says "New! HAVIDOL gift ideas in the shop".

Social attention deficit anxiety disorder
and the expanded
psychiatric
drug prescription campaign



The Viagra philosophy:
Just healthy or better than well?





The fight against clots:
More and over the
aspirin!

The bleeding effects:
Aspirin plus clopidogrel!

Clots are the number one cause of heart attack and stroke, but you can help reduce your risk.

This is important information if you've been hospitalized with heart-related chest pain or a certain type of heart attack. There's because these conditions, known as Acute Coronary Syndrome – or ACS – are usually caused when blood platelets stick together and form clots that block blood flow to your heart. And if you've already had a clot, you're at an increased risk for a future heart attack or stroke.

PRIDLO, in combination with aspirin, helps provide greater protection against a future heart attack or stroke than aspirin alone. PRIDLO, taken with aspirin, plays its own role in helping reduce your risk of heart attack and stroke. That's because, unlike your cholesterol and blood pressure medications, prescription PRIDLO works directly to help keep blood platelets from sticking together and forming clots.

IMPORTANT INFORMATION: If you have a stomach ulcer or other condition that causes bleeding, you shouldn't use PRIDLO. When taking PRIDLO alone or with some medicines including aspirin, the risk of bleeding may increase. To minimize this risk, talk to your doctor before taking aspirin or other medicines with PRIDLO. Additional risks and serious side effects could occur.

Talk to your doctor today to learn more about PRIDLO. Or visit www.pridlo.com or call 1.800.953.5963.

See important product information on the following page.

ONCE-A-DAY
Pridlo
(pricogrel) 75mg tablets
BECAUSE YOU'RE NO MATCH FOR A DANGEROUS CLOT.

Doctor or medical scientist?



A crisis in the identity
of modern doctoring?

Medical Doctor=able to communicate with public!

Τα προβλήματα του ιατρικού πληθωρισμού
Υπερδιάγνωση-υπερπληροφόρηση-κατάχρηση εξετάσεων



**Too many specialist doctors per population unit
Good or bad for medicine? [BMJ 2010](#)**

Creating disease mongering



**Becoming a doctor:
We need to make healers
and not killers**

Take the best and make them even better,
RAF training Department, UK

2

1



3




**The Future, if we do not react:
Consumer targeted medicine
Medicine without doctors!**

Η ΕΠΙΔΡΑΣΗ ΤΗΣ ΙΑΤΡΙΚΗΣ ΠΛΗΡΟΦΟΡΗΣΗΣ ΜΕΣΩ ΜΜΕ

ΤΑ ΑΡΝΗΤΙΚΑ ΣΗΜΕΙΑ

Πανικός-άγχος-κατάθλιψη
 Παρερμηνεία
 Υπερδιάγνωση και πληθώρα ιατρικών εξετάσεων
 Παρανόηση της έννοιας ΠΡΟΛΗΨΗ
 ΠΡΟΛΗΨΗ ΔΕΝ ΕΙΝΑΙ ΟΙ ΠΟΛΛΕΣ ΕΞΕΤΑΣΕΙΣ!
 Σπατάλη χρημάτων και ταλαιπωρία
 Πολυφαρμακία

ΤΑ ΘΕΤΙΚΑ ΣΗΜΕΙΑ

Υγιής ενημέρωση και κριτική προσέγγιση
 Βοήθημα στην επικοινωνία με τον γιατρό
 Φιλτράρισμα της πληροφορίας
 Βοήθημα στην αναζήτηση πραγματικά ειδικών (internet)
 Αμφισβήτηση της απόλυτης ιατρικής εξουσίας
 Βοήθημα στην **απόκτηση εμπιστοσύνης στον γιατρό μας**