



Dr. Dennis Perman ::

Message of The Week



Big Pharma Gets Their Knuckles Rapped Again

April 14, 2014

Dear Doctor:

Not that we need any more evidence of the misguidedness and malice of the pharmaceutical industry, but last week two major drug companies got their knuckles rapped when a Louisiana jury ordered them to pay punitive damages of \$9,000,000,000 when it was shown that they knew about and concealed cancer risks that accompany the use of diabetes medication Actos.

Takeda Pharmaceutical Company Ltd. was socked for six billion, while Eli Lilly has to pay a penalty of three billion, in the largest settlement of its kind yet.

While it's likely that they are not thrilled with such a verdict, and surely we can anticipate the appeal process to kick into high gear, drug manufacturers are accustomed to being challenged in this way, and mostly look at it as a cost of doing business – they'll simply tack a premium onto the next poisonous fraud they perpetrate on our citizens, and essentially emerge unscathed in the long run.

What a racket! It reminds me of the individual standing by the river, who sees someone drowning, and heroically jumps in for the rescue. No sooner does the hero get the victim to the shore when there are more screams from the water, and two more are drowning. The courageous diver leaps back into action and makes the save, only to discover four more poor souls in trouble.

How long can one keep pulling people out of the river without wondering who is upstream throwing them in?

That's the net impact of spanking the drug companies – it may be a minor inconvenience, but until someone breaks the pattern of Big Pharma drugging our neighbors without regard to the negative effects, we will constantly find ourselves at the mercy of emergency procedures that don't fix anything but rather intervene at the effects level.

It's especially disturbing that regulations have been in place for fifty years precluding the release of substances that are known to cause cancer (see the Delaney Amendment to FDA policy, among others) but the loopholes are so deep that such guidelines are easily sidestepped or ignored.

Along similar lines, the makers of Aspartame have been ramping up the rebranding of this neurotoxin as AminoSweet, to avoid the bad press and reposition this huge moneymaker, which should never have been released except for some sinister and opportunistic manipulation of the legal process.

It's critical for concerned parties to hold Big Pharma to a high standard of public safety, but these lawsuits are little more than a speed bump for the drug industry. The only way to fix this global problem is to address whoever is throwing innocent people into the river, and stop it at its source. That can only happen through educating the public about the dangers of bad medicine, and the natural options available to them if they'll only look and find.

Let's love and respect our patients enough to tell them the truth. It doesn't only safeguard their wellbeing, it also creates a ripple effect that may be our only hope against the enormous power of organized health. Take a stand, be responsible, and help those you can reach.

Dennis Perman DC,
for The Masters Circle

PS - There are three ways to grow your practice – more new patients, better patient compliance, and better profitability. If you want a Jumpstart to improve your practice, these four videos and four audios will light the way for you – just go to www.chirojumpstart.com, or call 800-451-4514. Check it out!