**Module 9: Pharmaceuticals**

* Understand what pharmaceutical companies do with their revenue
* Understand things of note (from PP)
* Understand different types of advertising
* Understand what makes prescriptions different from other medical care services
* Understand the breakdown of pharmaceutical revenue
* Understand role of insurance, PBM, and in-patient pharmaceuticals
* Understand the major players in pharmaceuticals
* Describe the major pharmaceutical discoveries and government interventions
  + Insulin
  + Sulfa drug
  + Streptomycin
  + Thalidomide
* Understand government interventions
  + Food, Drug, and Cosmetic Act
  + Economic effect of the FDA
  + Hatch-Waxman Act
* Understand generic drugs
  + Generics and patents
  + Economics of generics
  + Special case of Lipitor
* Understand research and development and clinical trials
* Understand principles of pharmacoeconomics
* Understand key facts regarding pharmaceuticals (Rx and OTC)
* Understand direct to consumer advertising

Articles

* [Mandatory provider review and pain clinic laws reduce the amounts of opioids prescribed and overdose death rates](http://content.healthaffairs.org/content/35/10/1876.full?ijkey=jkextODXDUxFA&keytype=ref&siteid=healthaff)
* [New Tylenol cap will have warning label](http://www.cnn.com/2013/08/29/health/tylenol-cap-warning/index.html?hpt=hp_t5)
* [Old school medicine ads](http://www.pharmacytechs.net/blog/old-school-medicine-ads/)
* [People in pain are outraged about new hydrocodone rules](https://www.peoplespharmacy.com/2014/10/20/patients-in-pain-are-outraged-about-new-hydrocodone-rules/)
* [Narcotic pain pills to face tougher regulations](http://www.usatoday.com/story/news/nation/2014/08/21/us-restricts-hydrocodone-painkillers/14387867/)
* [Is there a cure for high drug prices?](http://www.consumerreports.org/drugs/cure-for-high-drug-prices/)
* [Commonly abused prescription drugs](https://www.drugabuse.gov/sites/default/files/rx_drugs_placemat_508c_10052011.pdf)
* [Killer pharmacy: inside a medical mass murder case](http://www.newsweek.com/2015/04/24/inside-one-most-murderous-corporate-crimes-us-history-322665.html)
* [Prescription drug ads](http://prescriptiondrugs.procon.org/view.resource.php?resourceID=005586)
* [Drug vintage ads](http://vintage-ads.livejournal.com/88173.html)