



Lisbon, April 5, 2008

Dear commissioner Verheugen
Dear Commissioner Vassiliou!

During the meeting of heads of 23 colleges of European general practice the following statement was unanimously accepted:

Pharmaceutical companies wish to provide “information” to patients. This poses clear dangers that such information will become covert advertising by the back door. The adverse effects of direct to consumer advertising are well documented. Patients have expressed their wish for information about medicine which is genuinely independent and free of conflict of interest. Clearly, this aspiration can not be met by the pharmaceutical companies and we strongly oppose the provision of “information” by these companies. Such development would a disservice to the people of Europe.

Signed:

Prof. Igor Svab
President Wonca Europe

Co-signed:
Representatives of 23 national colleges and associations of general practice in Europe