

## **Selling Sickness How The Worlds Biggest Pharmaceutical Companies Are Turning Us All Into Patients**

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Selling Sickness: How the World's Biggest Pharmaceutical Companies are Turning us All into Patients is a 2005 book by Ray Moynihan and Alan Cassels about unnecessary health care.

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From award-winning Ray Moynihan, — one of the world's top medical journalists — Selling Sickness reveals how widening the boundaries of illness and lowering the threshold for treatments is creating millions of new patients and billions in new profits. This in turn is driving up personal drug bills and threatening to bankrupt national health systems all over the world.

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Selling Sickness reveals how expanding the boundaries of illness and lowering the threshold for treatments is creating millions of new patients and billions in new profits, in turn threatening to bankrupt national healthcare systems all over the world. This Canadian edition includes an introduction placing the issue in a Canadian context and describing why Canadians should be concerned about the problem.

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Selling Sickness describes how “awareness raising” campaigns seek to transform the worried well into the worried sick. Whereas in the United States the direct advertising of drugs to consumers is

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possible, in Britain, where this is prohibited, campaigns promote awareness of conditions such as erectile dysfunction, prompting requests for prescriptions.

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Ray Moynihan talked about the book he co-wrote with Alan Cassels, *Selling Sickness: How the World's Biggest Pharmaceutical Companies Are Turning Us All into Patients*, published by Nation Books ...

### **[Selling Sickness] | C-SPAN.org**

It had long been his dream, he said, to make drugs for healthy people - so that Merck could "sell to everyone." "Selling Sickness reveals how widening the boundaries of illness and lowering the threshold for treatments is creating millions of new patients and billions in new profits, in turn threatening to bankrupt health-care systems all over the world.

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*Selling Sickness: How the World's Biggest Pharmaceutical Companies Are Turning Us All into Patients* Ray Moynihan, Author, Alan Cassels, Author . Nation \$26 (254p) ISBN 978-1-56025-697-7

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*Selling Sickness*, by Ray Moynihan and Alan Cassels, is a meticulous study of the methods used by big drug companies to market diseases and sell them to healthy people. It's a scary book.

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