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Re: Industry sponsorship hits the headlines - time for the BMJ to listen?

Dr Jessica Watson

The article about industry sponsorship of the RCGP conference raises important questions, which the BMJ should also reflect on. Headlining the BMJ's list of values is the bold statement that 'knowledge for healthcare professionals and patients should be independent and unbiased'.^[1] This sits uneasily with the fact that the pages of BMJ Journals are full of glossy pharmaceutical advertisements. Doctors may claim that they are 'immune to product placement and have the intelligence to navigate marketing ploys' but the evidence shows the opposite.^[2,3,4] With good evidence that drug advertising can be misleading,^[5,6,7] is it not time for the BMJ to practice what it preaches and make the BMJ advertisement free?

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