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Consumers Risk Health to Avoid High Prescription Costs

Drug industry critics expose how Big Pharma takes advantage of consumers

LOS ANGELES, CA – As prescription drug costs soar to more than \$179 billion annually for consumers, many are risking their health by not having prescriptions filled-- this at a time when the pharmaceutical industry's marketing budgets and annual profits are bigger than ever.

Medical experts and pharmaceutical industry critics expose how Big Pharma's billion dollar marketing tactics drive up prescription costs in the timely documentary *Money Talks: Profits Before Patient Safety*. (Now available on DVD.) The film's featured interviewees include Harvard's Dr. John Abramson, author of *Overdo\$ed America*, Columbia University's Dr. Bob Goodman, founder of the 'No Free Lunch' program, Dr. Jerome Hoffman of UCLA Medical School and former pharmaceutical sales rep turned filmmaker Kathleen Slattery-Moschkau.

Money Talks: Profits Before Patient Safety is filmmaker Kathleen Slattery-Moschkau's second film about issues involving the pharmaceutical industry. Her debut feature, *Side Effects*, was a fictional treatment of her decade working as a sales rep for two of the nation's top drug companies. Because of the questions posed by enthusiastic *Side Effects* audiences, Slattery-Moschkau felt compelled to present a more comprehensive, academic approach to the topic of pharmaceutical marketing tactics for her second film.

"*Side Effects* generated such an outstanding dialogue on the issues of drug promotion and ethics that we felt compelled to go to the experts," said Slattery-Moschkau. "*Money Talks* is straight-shooting information every consumer should have."

In *Money Talks*, Alex Sugerman-Brozan, Director of Prescription Access Litigation, shares shocking statistics about the pharmaceutical industry's formidable marketing force. He cites that there are over 80,000 pharmaceutical sales reps employed in the U.S. alone--one for every four doctors.

Dr. John Abramson, author of *Overdo\$ed America*, exposes how once-trusted entities like the Food and Drug Administration and *The New England Journal of Medicine* are no longer sources of unbiased information on prescription drugs due to their financial ties to the pharmaceutical industry.

For more information on the issues raised in *Money Talks*, visit www.moneytalksthemovie.com. To arrange an interview with filmmaker Kathleen Slattery-Moschkau, contact Cari Reisinger of Hummingbird Pictures at (209) 736-6769 or cari@hummingbirddistribution.com.

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