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Pharmacy company is accused of abusing their powers in the UK

1. The reason this company is being put through PR is that they have been accused of overusing the amount required to buy these medications for them to profit. This article talks about how this pharmaceutical company was rising its prices behind customer's back for them to slowly gain their net revenue up. This company was using this for people who had AMD (Cancer) and were using the drug Lucentis. This drug also did not have any market authorization to be used yet.

2. The people as mentioned above are the people and the families of someone who has AMD. These families were being up charged for a drug when there was a cheaper option that was not being prescribed by doctors.

3. This became a PR issue because doctors were purposely prescribing Lucentis which overall costs €1.161 compared to another drug that costs €30-€40 for a one-time injection of Avastin that is effective for up to 6 months and a lot cheaper. The article talks about over a years’ worth this drug is costing a person 134x more than the injection and the people think that they are abusing their power over a better and more cost-efficient option.

4. This is to me a public relations issue because this company is abusing its power in my opinion. They want to make a profit while people are struggling. I have a problem with this as well as someone who has first seen this working in the medical field, and it makes me upset especially when people are making a profit off people’s lives.

5. This impacts the public of an organization because then the public now knows about what this company is possibly doing. I think this hurts the company and many doctors because now they run the risk of hurting the company and the patients may bring legal action into this.

https://www.brusselstimes.com/news/130513/record-e444-million-fine-for-three-pharmaceutical-companies-over-abusive-practices/