

[Drug Industry Document Archive \(DIDA\) Adds 15 More Pharma-Related Documents To Collection In November 2009](#)

This Archive Contains Some "Secret" Documents Only Made Public In The Course Of Lawsuits Filed Against Pharmaceutical Companies

(Posted by Tom Lamb at www.DrugInjuryWatch.com on November 20, 2009; see <http://bit.ly/92iz9s>)

Created and maintained by the University of California at San Francisco (UCSF), [the Drug Industry Document Archive \(DIDA\)](#) contains over 1500 documents, many of which were previously secret and only made public as a result of lawsuits filed against drug companies.

In September 2009 Kim Klausner, who is the Tobacco Digital Library Manager at UCSF, kindly sent us an email notification about [the addition of some Wyeth ghostwriting documents to the DIDA collection](#).

Now, a couple of months later, Kim Klausner has let us know about 15 new rather "revealing" pharma-related documents that have been added to this DIDA collection. From her recent email:

I'm pleased to announce that we've added 15 new documents to the Drug Industry Document Archive (DIDA). You can find them by typing in "ddu:20091112" without the quotation marks in the query box at <http://dida.library.ucsf.edu>. (A few of the documents in this batch replace damaged ones so are not strictly "new.")

The documents include:

-- Depositions from Karen Mittleman, the DesignWrite staffer who worked on Wyeth's publication plan for Premarin products. She responds to questions about how academic authors, her medical communications company and the drug manufacturer implemented its plan. (Parts of these documents appear redacted because the version we received had highlighting which doesn't OCR well.)

-- A letter from Thomas Sullivan, President of Rockpointe, a medical communications firm, spells out the terms under which his company does business with numerous drug company clients and clarifies his relationship with ACRE, the Association of Clinical Researchers and Educators. He also provides a list of payments from drug and medical device companies for Rockpointe services from 2006 to June 2009.

-- The 1999 Tactical Plan for Paxil which includes participation in ISAAC (Initiative for Social Anxiety Assessment and Care), a disease-based registry of potential patients/customers, for which physicians will be paid \$100 for each person recruited.

-- The 2004 Lexapro Marketing Plan which includes this gem: Bylined articles will allow us to fold Lexapro messages into articles on depression, anxiety and comorbidity developed by (or ghostwritten for) thought leaders (page 23).

Feel free to forward this announcement to anyone who might be interested. And please click on the Contact Us link at the bottom of DIDA's pages if you want help searching.

Once again, we are grateful that Kim took the time to let us know about these additions to the DIDA collection, and we thank all the good folks at UCSF who are involved with the creation and growth of this project.

Attorney [Tom Lamb](#) represents people in personal injury and wrongful death cases involving unsafe prescription drugs or medication errors. The above article was posted originally on his blog, **Drug Injury Watch** – with live links and readers' Comments.
<http://www.DrugInjuryWatch.com>