



## Glaxo Used Ghostwriting Program to Promote Antidepressant Paxil

Written On August 20, 2009 By [Bob Kraft](#)

As reported in the [New York Times](#), a drug manufacturer used " a sophisticated ghostwriting program to promote its antidepressant Paxil." Here are the opening paragraphs of the story:

Drugmaker GlaxoSmithKline used a sophisticated ghostwriting program to promote its antidepressant Paxil, allowing doctors to take credit for medical journal articles mainly written by company consultants, according to court documents obtained by The Associated Press.

An internal company memo instructs salespeople to approach physicians and offer to help them write and publish articles about their positive experiences prescribing the drug.

Known as the CASPPER program, the paper explains how the company can help physicians with everything from "developing a topic," to "submitting the manuscript for publication."