

GSK sales reps were trained to offer sexual bribes

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Singapore: Yet another list of shocking insights into the investigation of British drug maker GlaxoSmithKline's bribery scandal has been revealed by the Chinese police. The police have claimed that the sales representatives were given 'clear directives' to offer bribes to doctors and were also trained to cater 'to their pleasures'.

China's official news wire Xinhua reported that GSK sales representatives 'established good personal relations with doctors by catering to their pleasures or offering them money, in order to make them prescribe more drugs.'

The report further revealed that a 35-year-old female medical representative Ms Wang had been reportedly working for a GSK regional sales manager named Mr Li.

Ms Wang told investigators that 'some executives gave clear directives to the sales department to offer bribes to doctors with money or opportunities to attend academic conferences.' She added that she would even go so far as fulfilling some doctors' 'sexual desires' in order to 'meet their needs' and persuade them to prescribe more drugs. Further a doctor from an unnamed 'reputable hospital' claimed that a GSK representative have earlier 'blatantly offered kickbacks to doctors'.

If a doctor appeared reluctant to accept cash, GSK 'salespeople' would offer them 'gifts, free travel after meetings and lecture fees'. The report pointed out that many doctors received lecture fees even when the lectures did not exist. A cut of between seven to ten percent of prescribed drugs further went directly into 'doctors' personal accounts'.

Replying to these new allegations, GSK reiterated their earlier statement of intolerance towards such corrupt practices, describing them as shameful.

The report also added that many more companies involved in misconducts practiced in the pharmaceutical industry in China are being probed.