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Watch the *BMJ* investigations editor, Deborah Cohen, present a *Dispatches* documentary on diets, drugs, and diabetes, first broadcast on 10 June, at <http://bit.ly/12j7BNB>.



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Incretin mimetics have been called "the darlings of diabetes treatment" and they may soon also be licensed for treating obesity. But a *BMJ* investigation has found growing safety concerns linked to the drugs' mechanism of action. Deborah Cohen asks why patients and doctors have not been told

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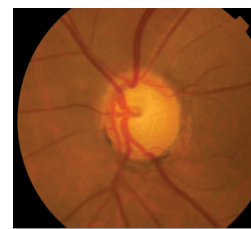
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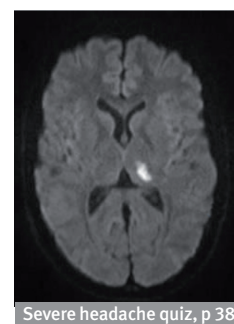
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PICTURE OF THE WEEK

Tobacco giant Philip Morris has launched a stealth marketing campaign aimed at mobilising smokers to oppose moves to introduce plain packaging and “other excessive schemes” in the UK. Picture cards inserted into packets highlight policies likely to anger smokers and direct them to a website (know-more.co.uk) where they can learn more and “say no more by joining our community and speaking out.” Although plain packaging was dropped from the Queen’s speech, Liberal Democrats are urging the coalition government to pursue the policy.

RESPONSE OF THE WEEK

I must disagree with the Captain of the Bounty regarding responsible marketing.

We had a Bounty rep round after the birth of our daughter. Wearing a clinical-looking uniform and wheeling a computer around, she seemed to us at first to be there to do the neonatal hearing check. Rather than introducing herself or explaining her presence, she started by asking our details. Not till she asked about a photograph and brought out a “Bounty bag” did it become clear she was not clinical staff. Maternity hospitals are a place for clinical care, not a marketing opportunity.

Richard Earl, sessional GP, Glasgow, in response to “Profits from pregnancy: how trusted organisations sell out women to commercial interests” (*BMJ* 2013;346:f3448)

MOST SHARED

Statins and the risk of developing diabetes
 Am I missing something in the essay on the science of obesity?
 Restricting dietary carbohydrate versus increasing physical activity in tackling obesity
 Implementation of self management support for long term conditions in routine primary care settings: cluster randomised controlled trial
 P values or confidence intervals?

BMJ.COM POLL

Last week’s poll asked: “Is clinical examination dead?”

84% voted no
 (total 807 votes cast)

► *BMJ* 2013;346:f3442

This week’s poll asks:

“Will access to individual surgeons’ performance data improve patient care?”

► *BMJ* 2013;346:f3795

► Vote now on bmj.com

EDITOR'S CHOICE

Secrecy does not serve us well

“Who bears the burden of the passage of time while these debates are settled?”

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A slow moving, desert dwelling lizard that eats only a few times a year inspired a whole new class of diabetes drugs. Glucagon-like peptide-1 (GLP-1) agonists, developed initially from a peptide extracted from the Gila monster's saliva, are now taken by millions of people around the world. Together with DPP-4 inhibitors, their apparent ability to reduce hyperglycaemia without causing weight gain is an important advance on older off-patent diabetes drugs, and has created a huge new market for the drug industry.

But have clinicians and patients been adequately informed about safety concerns—specifically about possible increases in the risk of pancreatitis and pancreatic cancer? A *BMJ* investigation and linked editorials published this week suggest that they haven't (p 16).

After reviewing thousands of pages of regulatory and other documents obtained through freedom of information requests, Deborah Cohen has found that the drug manufacturers and regulators have had in their hands ample warning signs and chances to resolve some of the controversies. But the regulators have been slow to pursue safety concerns. Rather than insist on further independent research, they have allowed themselves to be reassured by the drugs' manufacturers.

Cohen has unearthed unpublished data from animal and human studies that point to pathological changes in the pancreas. These changes are consistent with the drugs' mechanism of action, suggesting that unwanted proliferative effects could have been anticipated and properly investigated at an early stage. She has also uncovered attempts by drug companies to suppress scientific debate through pressure on academics and medical journals.

As Thorvardur Halfdanarson and Rahul Pannala emphasise in their accompanying commentary (doi:10.1136/bmj.f3750), the observational studies available so far do not prove causality. Adverse event databases that rely on voluntary reporting are limited by the potential for reporting bias. Because of this, manufacturers and others say we should wait for the outcome of further clinical trials. But trials will have to be enormous to exclude an increased risk of pancreatic cancer, and unless the rules on openness of clinical trial data have changed radically by the time they are reported, most of the data will remain hidden from independent scrutiny. Meanwhile, as Sonal Singh asks in Cohen's piece, “who bears the burden of the passage of time while these debates are settled?”

So what should doctors and patients do? Victor Montori concludes that after reflection most patients and clinicians may opt to avoid using GLP-1 based drugs at all, or to avoid them early in the disease or for long periods (p 8).

Edwin Gale concludes that the drugs' fate has yet to be determined, but that, once again the current regulatory procedures have been shown to be inadequate, especially for so called shotgun drugs—those, like the GLP-1 based drugs, that act on many targets. “Similar scenarios will play out again while secrecy rules and companies control access to the data” (p 7).

Science thrives on open challenge and objective debate. Patients will not receive safe and effective care in an environment characterised by commercial secrecy, bullying of academics and journal editors, or reliance on overstretched regulators.

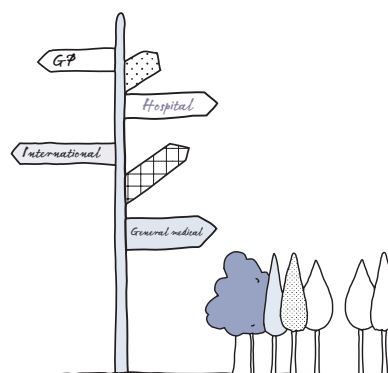
Fiona Godlee, editor, *BMJ*, fgodlee@bmj.com

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