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ZENECA PHARMACEUTICAL, INC. V. ELI LILLY: ARE WOMEN BEING MISLED AT THE COST OF THEIR HEALTH?

by Suzanne B. Hill

Zeneca Pharmaceuticals, Inc. has filed suit against Eli Lilly in United States District Court for the Southern District of New York. Zeneca claims that Eli Lilly is marketing its osteoporosis drug EVISTA as capable of reducing the risk of breast cancer. The FDA has stated that there is no substantial proof of such a connection.

There are serious health risks involved in such a claim. Many women are switching from their current breast cancer drug treatment to EVISTA expecting the same breast cancer reduction effects without some of the side effects of their current medication.

The fear is that Eli Lilly's sales representatives are intentionally marketing the drug as capable of breast cancer risk reduction. Doctors then in turn prescribe the drug to women in need of breast cancer risk reduction. However, the health of these women may be sacrificed by the alleged practices of Eli Lilly. This case is currently pending in the United States District Court.