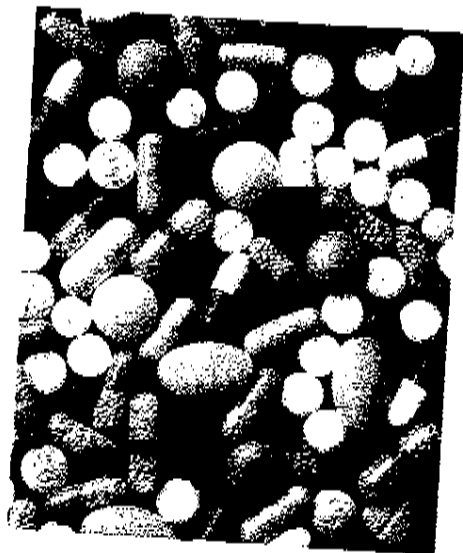


ation and Pharmacracy



Why the explosion in the number of mental health conditions in barely over half a century? Scientific breakthroughs? Hardly. It is the medicalization of American society. It appears that if Big Pharma has a drug in search of a disease, the process of medicalization will provide a diagnosis.

According to an ad in *JAMA*,¹³ "Sexual enjoyment and satisfaction with erection duration were improved vs. baseline, but these improvements were not significant compared to placebo." The ad shows a couple dancing, a couple riding a motorcycle, and two pictures of men swinging golf clubs and smiling. As good as a placebo? How nice. Evidence-based medicine, eh?

I can't wait to see the final version of *DSM-V*. It appears that if Big Pharma has a drug in search of a disease, then the process of medicalization will provide. ■

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and Ankle: Key Tests

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