

Did you know...

Inspired by an article from *L'Actualité* published in April,

The higher the cost of a medication, the higher its efficiency!

It has nothing to do with the content, it is all about the placebo effect.

American researchers tested this theory with two injectable medications to treat Parkinson on 12 patients. They told the patients that the cost of the first medication was 100 dollars and the cost of the other medication was 1500 dollars.

In fact, both medications were saline solutions. The two placebos had a positive effect on the motor skills of the patients and the most expensive medication was **28%** more effective. The benefit was about the half of the benefit brought by the lévodopa, the true medication prescribed to treat Parkinson.

Source : FORGET, Dominique. « Les actualités santé », *L'Actualité*, April 2015, p. 18.



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