



HEALTH

Fair Trade Pharma: A Plan for More Affordable Prescription Drugs

Why do first-world ailments get cured faster than global health crises? Because Big Pharma doesn't serve sick people, it serves rich people—let's change that.

► *4 min* — with **Nicole Hassoun**

DESCRIPTION

TRANSCRIPT

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One of the world's open secrets is that we don't look after all sick people in the same way. Why does back pain in the U.S. get a treatment developed faster than fatal dysentery in Central Africa? It's not a huge riddle: research and development programs of the pharmaceutical industry treat the diseases and ailments that will turn the highest profit. To solve a problem this large and unjust, Nicole Hassoun, a residential fellow with the Hope & Optimism Project at Cornell University, is employing the virtue she terms 'creative resolve'. When obstacles get in our way, Hassoun says we need to think innovatively about how can we change the problem or look at it differently. If we can't appeal to Big Pharma's better nature, then we have to come up with more creative solutions. And Hassoun has one: fair trade pharmaceuticals. Here, she explains her idea to incentivize cheaper drugs and medical access to combat global health crises. **This video was filmed as part of the Los Angeles Hope Festival, a collaboration between Big Think and Hope & Optimism.**

WHO'S IN THE VIDEO

Nicole Hassoun is a residential fellow with the Hope & Optimism Project at Cornell University and an associate professor in philosophy at Binghamton University. From 2006-2012 she was an assistant[...]

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