

Red paper

How one health scare became news across Europe

A study on how media reporting on the Poly Implant Prothese scandal spread across France, Germany, the Netherlands and the UK

Released February 2013

How one health scare became news across Europe

The Review of the Regulation of Cosmetic Interventions was set up by the UK Secretary of State for Health following the PiP breast implant scandal. At the end of December 2012 the Review published *interim findings* which were reported extensively, generating a spike in coverage of the Poly Implant Prothese (PiP) scandal in the UK media.

This coverage prompted LexisNexis to examine the longer term trends in coverage of the PiP scandal across the UK, France, Netherlands and Germany – here is what we found.

Poly Implant Prothèse (PIP) was a French company founded in 1991 that has produced breast implants for around 400,000 women worldwide. In 2011 the company went into liquidation following a public health scare that has continued to this day.

We used Nexis, our online service for news and business information to look at how news of the scandal spread throughout Europe.

Although there were a handful of scare stories back in April 2010, including a prominent feature in the *Daily Mail*, PIP initially fell out of the media spotlight.

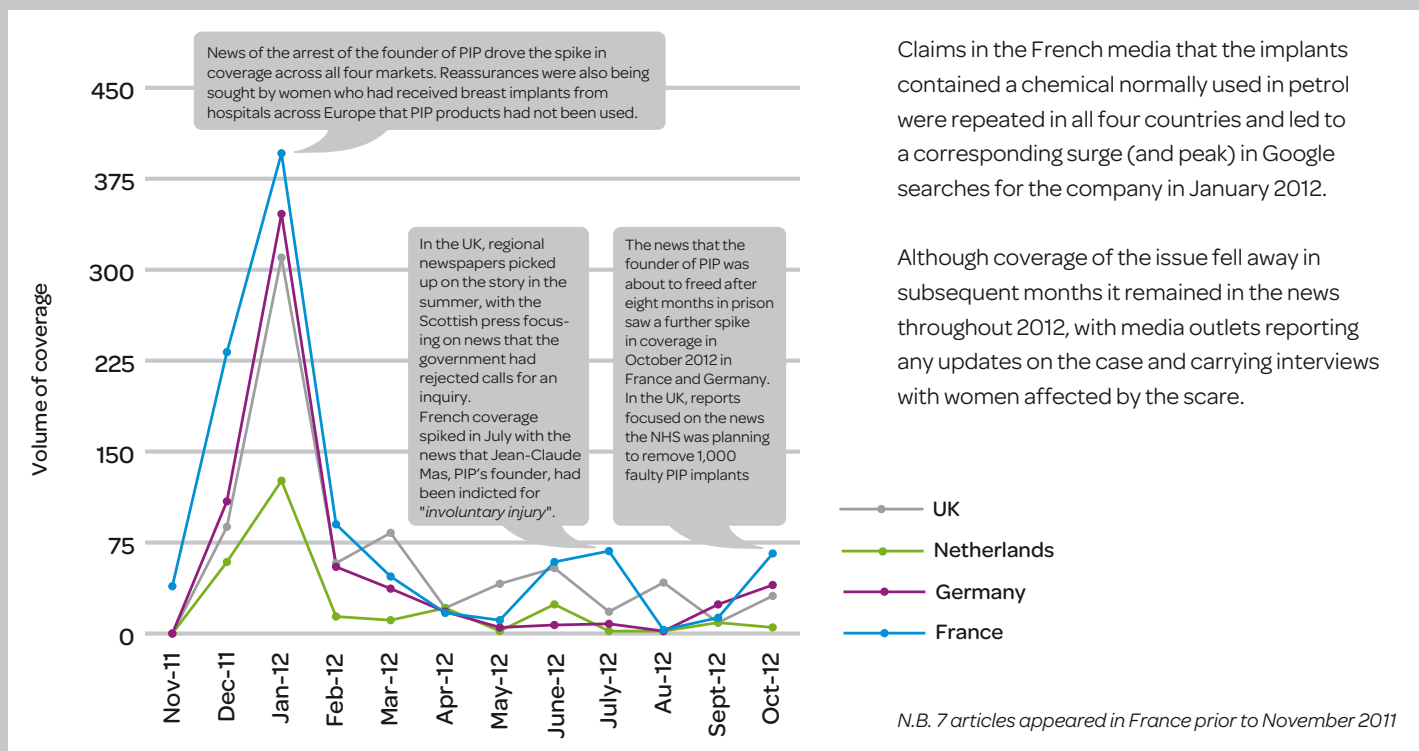
However, following the death of the first woman in France linked to the implants in November 2011, the issue fell back into focus.

The news was initially only reported in French publications, being first reported by the French regional daily *Sud Ouest* and tabloid newspaper *Charente Libre* before *Agence France Presse* picked it up and helped to spread the story online. Reports of the scare spread to the UK when it was revealed that authorities in France were expected to call in all women who had been given PIP implants in order to have them removed and replaced.

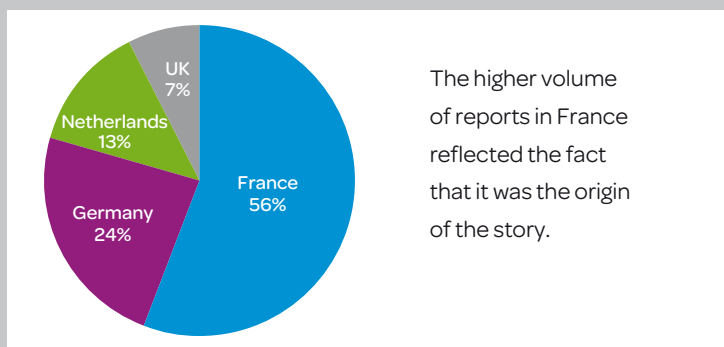
There was almost a month between news of the death of a woman in France and the *Telegraph.co.uk* reporting that 45,000 women were known to have implants.

The growing litany of accusations against the by then defunct PIP saw a peak in media coverage across all four countries in January 2012.

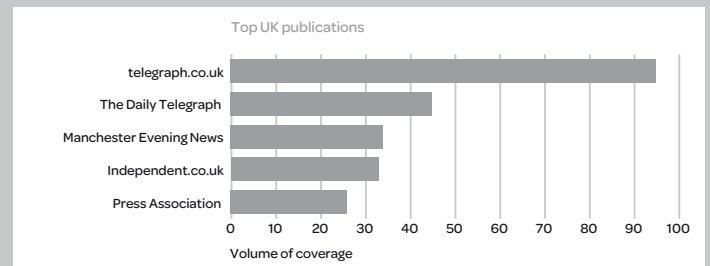
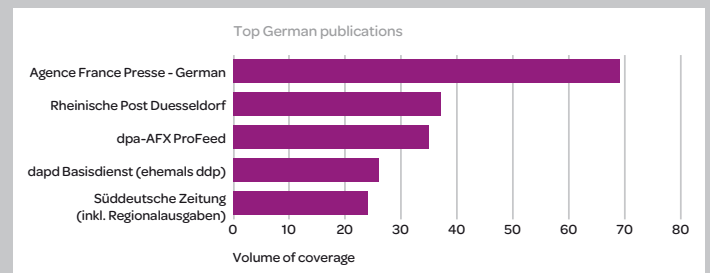
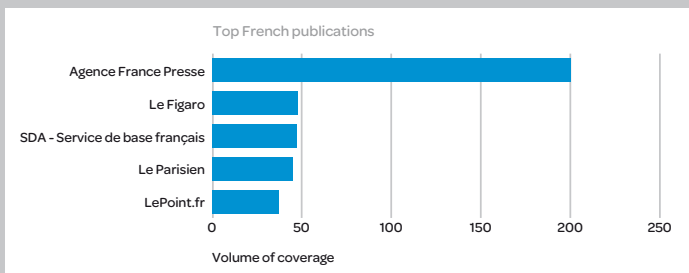
Volume of media coverage by region and date



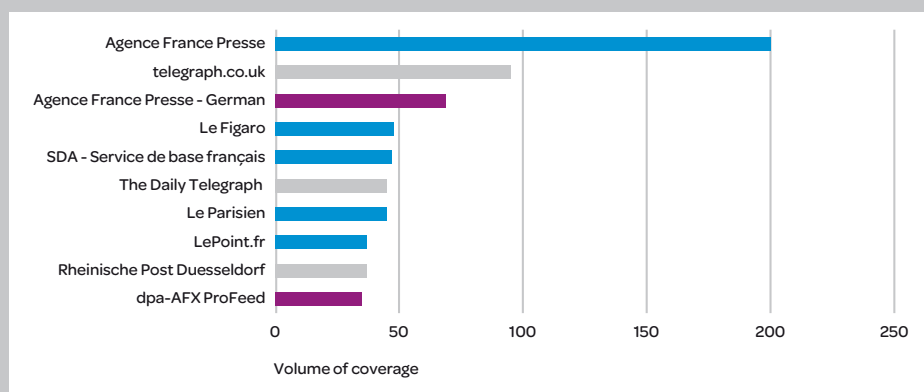
Share of media coverage by country



Top publications by language



Top overall publications (all languages)



Across the year, conservative broadsheets were the most prominent in reporting the news, with *Le Figaro* and *The Daily Telegraph* and the top print publications.

The Daily Telegraph championed the cause in the UK, beginning its own investigations into the implants shortly after the scandal initially erupted towards the end of 2011. The newspaper recently reported that it had “carried out extensive research into the approval system, talking to experts, doctors and academics, and joining forces with the esteemed peer-reviewed *British Medical Journal*”, adding: “Again and again, the reporters were told that it was terminally flawed and failing British patients. Concerns were raised about specific notified bodies - licensing bodies - in certain countries.

After taking legal advice, *The Telegraph* concluded that the only way to disclose the flaws was to mount an undercover operation and that there was a clear public interest in doing so.”

The paper’s eurosceptic stance was emphasised by the investigation’s focus on the “serious questions [raised by] the licensing of such products in the EU”.

In today’s globalised world, where products, services and stories cross borders with ease, a news item can quickly spread from its country of origin to be carried by the press across the markets affected by the story, and beyond. PIP is a case in point.

Nexis

Nexis is an online service for your strategic news and business research. You can search for content from 36,000 publications.

Nexis helps you to conduct accurate searches of the 36,000 international sources in the Nexis online service. You can make informed business decisions after getting the latest news and market reports. Adapt the interface to target your results, using the power of the LexisNexis® database.

- Quickly get facts to give your business the competitive edge
- Find news, company, demographic, and country information
- Select sources easily
- Search at a basic level or use advanced functions
- Choose from a variety of newspaper archives up to 30 years
- Stay up-to-date through News Alerts

About LexisNexis

LexisNexis Business Information Solutions are designed to help you generate increased value and protection for your organisation. Our leading products and services are used throughout the world and in virtually every industry and area of business. Because every organisation is unique, we can adapt our products to your individual business needs—providing you with easy-to-use, comprehensive, and cost-effective solutions.

LexisNexis helps you reach your business goals with solutions for the following:

- **Market and Media Monitoring: Monitor media, reputation, market trends and competitors**

We help you analyse and visualise large volumes of news and business data, both from print sources and the Web. Understand the media's view on your company, brand, market or competitor at a glance, and drill down to the specific document or mention that is most relevant to you. Our unique sentiment analysis helps you quickly discern between positive, negative or neutral mentions of your organisation, brand or product.

- **Risk and Compliance: Protect your business reputation by conducting comprehensive, cost effective due diligence and screening**

Know your customers, agents and suppliers better through enhanced due diligence and in-depth screening. We help companies meet their regulatory requirements for anti-money laundering, anti-bribery & corruption and sanctions checks. Conduct fast, efficient and extensive due diligence while maintaining key audit data and ongoing monitoring.

- **Research: Access information from over 36,000 international news and business sources**

Tens of thousands of sources are at your disposal to research virtually any political or business topic. With archives dating back up to 35 years, we provide results that paint the whole picture, rather than just the most recent headlines. LexisNexis aggregates information from over 36,000 international news and business sources, as well as thousands of business-relevant web sites, blogs and forums. Our content portfolio ranges from newspapers to trade magazines, from company databases to market reports, with literally millions of new documents added to our database every single day.

With more than 3,000 customers in over 60 countries we are the leading provider of Business Information Solutions in Benelux, France, Germany, UK, Southern-, Northern- and Eastern Europe, Middle East and Latin America.



LexisNexis

T +49 (0)211 417435-20
E kontakt@lexisnexis.de
W www.lexisnexis.de