

## *Faith-Based Pharmaceutical Protection*

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This article aims to evaluate a prevailing belief that more protection of pharmaceuticals is beneficial to society. Although patents have been questioned in recent years, the pharmaceutical and biotechnology arena are repeatedly noted as the one industry where patents not only matter, but more protection is necessarily desirable and beneficial. This is a common belief among not only many academics, but also policy makers, as evidenced by the 21st Century Cures act that proposes a host of new protections to theoretically promote innovation. Although some scholars have noted contrary evidence, these views have thus far not entered mainstream discussion. This article considers why this is the case with a novel theory that the prevailing support of more protection for pharmaceuticals is not only a heuristic that helps simplify competing information, but also has commonalities to faith-based, rather than rational reasoning that protects us from contemplating undesirable alternatives.