

The background is a dark blue gradient with several glowing, curved lines in shades of light blue and cyan. A faint grid of thin white lines is overlaid on the background, creating a sense of depth and movement.

Prescription Drugs: Does Direct-to- Consumer Advertising Have an Affect?

Meghan Reed



Intent

- To examine and identify types of direct-to-consumer advertising
- To examine studies for and against this method of marketing
- Identify the affects of direct-to-consumer advertising



Background

- FDA changed regulations allowing broadcasted pharmaceutical advertisements in 1997.
- Direct-to-consumer advertising is a widely debated topic.
- Many different views for and against broadcast advertising



Pros

1. Patient education
2. Tackles under-treatment
3. Improved economic value of healthcare
4. Improved drug treatments
5. Improved doctor/patient relationship
6. New treatment information
7. Right to communicate with consumer
8. Reduced costs for consumers



Cons

1. Marketing for profit
2. Patients pressure doctors
3. Damages doctor/patient relationship
4. Unbalanced in disclosing risks
5. Increases pressure on doctors
6. Exploits common conditions
7. Increased patient risk for new drugs
8. Increased drug budget cost



Cons Cont.

9. Diverts funds from research and development
10. Over treatment
11. Self diagnosis
12. Harder to educate patients

Subjects

- Stratified sampling method
- 1,000 lowans; 500 ages 24-30 and 500 ages 48-54
- Of each 500, 50 percent males and 50 percent females
- Cluster sampling with half of each 500 people from urban, half from rural areas

Design and Procedure

- Quantitative research method
- All respondents viewed “Dateline” on NBC from 8-10:00 p.m. on Friday, April 27, 2007
- Respondents completed survey directly after viewing
- Factorial study design



Hypothesis

H1: Patients receive initial information regarding pharmaceutical drugs from advertisements

H2: Direct-to-consumer advertisements cause patients to consult a doctor.

H3: Patients receive most of the info. Regarding pharmaceutical drugs they are prescribed from their doctor.



Research Questions

RQ1: Did you notice any pharmaceutical advertisements?

RQ2: What pharmaceutical products do you remember being advertised?

RQ3: What specific part of the ad caught your attention?

RQ4: While viewing the advertisement, did you try to relate the symptoms to yourself?

Research Questions Cont.

- RQ5: Did you feel there was a fair balance of risks and benefits of the product?
- RQ6: After viewing the advertisements, are you more likely to consult a doctor for treatment of this disease?
- RQ7: If you do consult a doctor for treatment of this disease, will you specifically ask for the pharmaceutical drug advertised?

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