

Evaluation and Comparisons of
Direct-to-Consumer Advertising
of Prescription Drugs from the
Internet

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PURPOSE

To determine consumer
attitudes toward direct-to-
consumer advertisements on
the Internet

ADVERTISEMENTS

Two advertisements were used from the Internet: Zyrtec and Rhinocort Aqua

Rhinocort Aqua Ad:

- Goal: to request an allergy kit
- Patient had to provide personal information

ADVERTISEMENTS

- Zyrtec Ad: several pieces of information for the consumer to "click" on including:
 - Information about allergies
 - Allergy tips
 - How to ask your MD for a prescription for Zyrtec
 - Your child and Zyrtec
 - General information about Zyrtec

METHODOLOGY

- Exploratory study
- Ohio consumers between the ages of 18 and 70 were randomly selected for inclusion.
- 133 respondents
- 28% response rate
- Self-administered mailed questionnaire.
- Likert-type scale:
1 = strongly disagree to 6 = strongly agree

RESULTS

General Attitudes Regarding Internet DTC Advertising

(means and standard deviations will be reported)

RESULTS

- Prescription drugs should not be advertised on the Internet... 3.59 ± 1.72 .
- In general, Rx drug ads on the Internet have less educational value than those advertised in magazines and newspapers... 2.86 ± 1.31
- In general, prescription drug ads on the Internet have less educational value than those advertised on television... 2.72 ± 1.35

RESULTS

- In general, prescription drug ads on the Internet are as truthful as those advertised in magazines and newspapers... 4.42 ± 1.16
- In general, prescription drug ads on the Internet are as truthful as those advertised on television... 4.50 ± 1.10
- In general, prescription drug ads on the Internet are a reliable source of drug information... 3.58 ± 1.34

RESULTS

- Prescription drug ads on the Internet are not regulated as strictly as magazine and television ads... 3.63±1.31
- In general, I think ads for prescription drugs on the Internet provide useful information for consumers... 3.96±1.35
- **17% of the respondents said they had clicked on a drug ad on the Internet**

RESULTS: Zyrtec Ad

- The information in the Zyrtec ad is a reliable source of drug information... 3.83±1.45
- I feel the Zyrtec ad should have more information about the drug itself... 4.39±1.37
- I feel the information presented in the ad for Zyrtec is useful... 4.47±1.16
- The Zyrtec ad provides useful tools for consumers with allergies... 4.41±1.30

RESULTS: Zyrtec Ad

- The information in the ad regarding side effects is too complex for me to understand... 2.45±1.58
- The information in the ad regarding side effects is important... 5.50±0.88
- The information presented in this Zyrtec ad has some educational value... 4.22±1.18
- I think important information has been left out of the Zyrtec ad... 3.72±1.35

RESULTS: Zyrtec Ad

- Under the "Lots of Allergies" heading, I would click on the "your indoor & outdoor allergies" for more information if I had allergies... 4.73±1.46
- Under the "Lots of Allergies" heading, I would click on "allergy tips" for more information if I had allergies... 5.09±1.20
- Under the "Just one Zyrtec" heading, I would click on "about Zyrtec" for more information if I had allergies... 4.76±1.38

RESULTS: Zyrtec Ad

- Under the “Just one Zyrtec” heading, I would click on “taking Zyrtec” for more information if I had allergies... 4.61 ± 1.43
- If I had allergies, I would click on “Learn why Zyrtec is so effective” for more information... 4.65 ± 1.40

RESULTS: Rhinocort Ad

- If I had allergies, the Nasal Allergy Kit would be beneficial to me... 3.63 ± 1.43
- If I had allergies, I would order the free Nasal Allergy Kit... 3.38 ± 1.71
- If I had allergies, I would use the animated screensaver in the Nasal Allergy Kit... 2.08 ± 1.44
- If I had allergies, I would use the \$10 savings certificate for a Rhinocort Aqua prescription... 3.80 ± 1.66

RESULTS: Rhinocort Ad

- If I had allergies, I would tell my physician I had a \$10 savings certificate for Rhinocort Aqua and ask him/her to give me a prescription for it... 3.31±1.67
- I think the newsletter, "Sneezin' Season Update", offered as part of Nasal Allergy Kit would be educational... 3.91±1.32
- I think the newsletter, "Sneezin' Season Update", offered as part of Nasal Allergy Kit would be useful... 3.54±1.48

RESULTS: Rhinocort Ad

- I would provide the personal information required in order to receive the Nasal Allergy Kit... 3.13±1.75
- The ad promises my personal information would remain confidential. I believe this... 2.90±1.57
- I feel the personal information I would provide would be sold to other companies... 4.25±1.51
- I have no idea what, "Click here for full prescribing information" means in the ad... 3.34±1.80

CONCLUSIONS

Consumers felt that direct-to-consumer advertisements on the Internet have some educational value and may provide some useful information. However, consumers were not sure if these ads are a reliable source of drug information or are regulated as strictly as magazine and television ads.

Questions??????

CONTACT INFORMATION

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Butler, Jennie C

From: Cunningham, Rose E
Sent: Monday, September 15, 2003 1:48 PM
To: Butler, Jennie C
Cc: Martin, Terry; Aikin, Kathryn J
Subject: FW: FDA-sponsored public meeting on direct-to-consumer promotion- Docket 03N-0344



OPA DTCA
2003.ppt

Jennie, Would you please add the attached to the docket? Thanks! Rose

Rose Cunningham
Regulatory Health Project Manager
Executive Operations Staff
Office of Executive Programs
Center for Drug Evaluation and Research
301-594-5468

2003N-0344

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