

DTC Benefits Consumers All Along the "Treatment Path"

Positive Impact of Consumer Communication

What is it?

- 64% of consumers agree DTC ads provide a *valuable service in educating the public*.¹

Do I have it?

- 60% of consumers agree that DTC ads *alert them to symptoms that may be serious*.²

Will I do something about it?

- 64% of consumers agree DTC ads *increases awareness of new treatment options*.³
- Consumers agree that DTC ads *provide the information they need to ask their doctors about product risks (62%) and benefits (68%)*.⁴
- 42% of consumers who see a DTC ad *search for more information about a condition or treatment due to the ad*. 20% of consumers who see of a DTC ad (38 million people) consult a web-site, print ad or toll free number as a result of seeing the DTC ad.⁵

I'm talking to my Doctor.

- 60 Million consumers speak to a doctor each year because of a DTC ad, of which 25 Million *to speak to a doctor about a condition for the first time*.⁶
- 79% of patients who have spoken to a doctor about an advertised medicine report that their doctor was "very willing" to discuss it.⁷
- 60% of consumers who ask about a drug because of DTC receive information about non-drug therapy. While half typically receive the drug that they asked about, 27% receive no drug at all.⁸
- Physicians report *positive impacts of DTC based on actual patient interactions*.⁹
 - 85% of physicians report that *patients inquire about products that were appropriate for them*
 - 61% of physicians report that DTC *has a beneficial effect on their interactions with patients, compared to 12% who report negative effects*.
 - The vast majority of physicians report a positive reaction to patient requests. Further, nearly 70% of physicians who receive a request report *feeling little or no pressure to prescribe*.

I'm staying on my medication.

- Consumers who request a drug because of DTC *remain significantly more compliant than those who do not make drug requests*.¹⁰

Extensions and Convergence of Evidence

- From the National Health Council DTC statement: "The Council's review of DTC advertising indicates that it provides important information to consumers and patients, which is often beneficial to their health."¹¹
- Nearly half (45%) of physicians agree that DTC alerts patients to symptoms that may be serious, and 53% agree DTC brings in patients who would not otherwise be treated.¹²
- 59% of physicians agree that DTC increases awareness of new treatments.¹³
- FDA Survey: 90% of consumers remember "the benefits of the drug" in ads; 90% remember "risks and side effects" and 89% recognize "who should not take the drug".¹⁴
- A recent Kaiser Family Foundation study found that those who respond to ads tend to be the right people: "Those with the greatest health need [and] those who are affected by a relevant medical condition".¹⁵
- 55% of physicians report that DTC ads are influential in getting patients to discuss their conditions with a medical professional.¹⁶
- Physicians report that advertising frequently leads to more thorough discussions on subjects such as suitable products, efficacy and side effects.¹⁷
- Nearly three-quarters of physicians report find a drug inquiry is which advertising is mentioned to be a valuable part of the office visit.¹⁸
- 55% of NMA member physicians agree that DTC ads are *beneficial to patients*; 53% agree that ads *promote patient education about disease states*; 48% agree that ads *promote increased communication between doctors and patients*.¹⁹
- Among patients who see an ad for a product that they are taking: 40% say the ad makes them feel better about the benefits; 34% say the ad makes them feel better about safety, and; 17% say the ad makes them more likely to take their medicine.²⁰

Notes

- 1: Market Measures/Cozint, *DTC Monitor*, 2001
- 2: Scott-Levin, *DTC Audit*, 2002
- 3: Scott-Levin, *DTC Audit*, 2002
- 4: Prevention, *Annual DTC Study*, 2001
- 5: FDA Patient Survey, 2002; Prevention, *Annual DTC Study*, 2001.
- 6: Prevention, *Annual DTC Study*, 2001. (The 2002 FDA study also confirms the ability of DTC to prompt new diagnosis: 18% of respondents reported that DTC motivated to talk to a physician about a condition for the first time.)
- 7: Prevention, *Annual DTC Study*, 2001 (2002 FDA survey: 93% of patients who had a conversation with their doctor about a prescription drug said that their doctor welcomed the question; 83% said the doctor reacted like it was a normal part of the visit)
- 8: Prevention, *Annual DTC Study*, 2001
- 9: Market Measures/Cozint, *DTC Dialogue: Cholesterol & Mood/Anxiety Disorders*, 2001 (Physician reports on over 400 office visits where patients initiated a discussion about a prescription drug)
- 10: RxRemedy Information Services, *Impact of DTC Advertising Relative to Patient Compliance*, 2001

Notes

- 11: National Health Council, "Statement on Direct-to-Consumer Prescription Drug Advertising", January 2002.
- 12: Scott-Levin, *DTC Audit*, 2002
- 13: Scott-Levin, *DTC Audit*, 2002
- 14: FDA Patient Survey, 2002
- 15: Kaiser Family Foundation, "*Understanding the Effects of Direct-to-Consumer Advertising*", November 2001.
- 16: Market Measures/Cozint, *DTC Dialogue: Cholesterol & Mood/Anxiety Disorders*, 2001
- 17: Market Measures/Cozint, *DTC Dialogue: Cholesterol & Mood/Anxiety Disorders*, 2001
- 18: Market Measures/Cozint, *DTC Dialogue: Cholesterol & Mood/Anxiety Disorders*, 2001
- 19: "To Do No Harm": Survey of the Physicians of the National Medical Association Regarding Perceptions on DTC Advertisements, 2001 (Survey of 886 NMA member physicians sponsored by the NMA)
- 20: Prevention, *Annual DTC Study*, 2001