

Direct-to-Consumer Advertising of Prescription Drugs

With the pharmaceutical industry spending around \$3 billion a year advertising its products directly to consumers, you can't open a magazine, watch television or read a newspaper without stumbling over a pitch for this or that drug.

Washington Post
08/09/03

The Bush administration told drug companies today that many of the techniques they use to sell their drugs run a high risk of violating federal fraud and abuse laws.

NYT 28/04/03

* Advertising aims to sell a product. It will always present the product in the best possible light. It will never tell consumers they really don't need to take the advertised product or that they may recover on their own. It will never tell them that a competitor's products are superior.

Women's Health Journal
3/2001

At least 8.5 million Americans each year request and receive prescriptions for specific drugs after seeing or hearing advertisements for those products.

New York Times
04/12/02

Fear mongering is the subtext of many of the prescription drug ads you see on TV and in print. These ads might just as well come out and say: OK, you're healthy now, but any time in the near future you can die from a heart attack, cancer, or hip fracture.

Health Facts
11/12/01

Promotional spending in the US by the 14 largest pharmaceutical companies increased at an average annual rate of 32.4 per cent from 1998 to 2001. Last year, those companies spent \$9 billion marketing to consumers and primary-care doctors, analysts said.

NYT 12/12/02

Prescription for Profit

Ads are no substitute for education.