

Crystal Adams, PhD, Assistant Professor of Sociology at the University of Miami, in a Nov. 2016 article for *Journal of the American Medical Association (JAMA) Oncology* titled "Direct-to-Consumer Advertising of Prescription Drugs Can Inform the Public and Improve Health," wrote:

"Prescription drug advertisements spread valuable educational information about the promoted product and conditions associated with the drug. Better-educated patients can make well-informed decisions regarding their own health care...

DTCA [direct-to-consumer advertisements] can motivate patients to bring to physicians' attention the information they receive about diseases and products in advertisements... Constraints on physicians' time make it vital for patients to be educated outside of the physician's office so that they can use the time with their physicians as effectively as possible... DTCA also motivates patients to disclose difficult to discuss issues, particularly for highly stigmatized diseases such as depression and attention-deficit/hyperactivity disorder.

The positive effects of DTCA on patients are grounded in evidence. These effects include greater involvement in medical decision-making, increased compliance with prescription medication intake, and improved patient-physician communication, which may lead to the diagnosis of previously undiagnosed medical conditions."

Nov. 2016 - [Crystal Adams, PhD, MPH](#)

Pfizer, an American pharmaceutical company, in a Mar. 2016 fact sheet titled "Direct-to-Consumer Communications," available from [pfizer.com](#), wrote:

"Consumers benefit from information about diseases and medical treatment options received through direct-to-consumer (DTC) communications, including advertising. DTC communication raises the awareness of medical conditions, informs consumers about the benefits and risks of medicines, and motivates people to discuss prevention, diagnosis, treatment and wellness information with their health care professional...

Pfizer believes that providing information to consumers about medical conditions and available treatments helps patients make educated choices about their health....

Pfizer supports the continued ability of companies to provide information to consumers about pharmaceutical products and medical conditions through ethical and responsible DTC communication that meets all regulatory requirements and industry standards."

Mar. 2016 - [Pfizer](#)

Adam Scott Roberts, Senior Vice President and Group Media Director at Communications Media, Inc., in a Nov. 15, 2013 article, "DTC Ads Should Do More than Raise Eyebrows," available at [mmm-online.com](#), stated:

"Consumers are informed by what they see online and on television from content *and* advertising. Consumers are actively bringing physicians information, asking about treatment options and even challenging decisions in an effort to manage their own health. Searching online across the healthcare continuum can shape an understanding for symptoms, treatment options and alternatives and even provide solutions on how to access and pay for therapies or medications...

It's a pretty simple formula: information + education = participation—by being a participant in the management of a health journey, the voice of the consumer will be heard and the physician will help guide... Advertising done responsibly can participate and help provide value and utility without selling."

Nov. 15, 2013 - [Adam Scott Roberts](#)

The Pharmaceutical Research and Manufacturers of America (PhRMA), a pharmaceutical industry trade organization, stated the following in its Dec. 2008 "PhRMA Guiding Principles: Direct to Consumer Advertisements about Prescription Medicines," available at phrma.org:

"An important benefit of direct to consumer (DTC) advertising is that it fosters an informed conversation about health, disease and treatments between patients and their health care practitioners.

A strong empirical record demonstrates that DTC communications about prescription medicines serve the public health by:

Increasing awareness about diseases;

Educating patients about treatment options;

Motivating patients to contact their physicians and engage in a dialogue about health concerns;

Increasing the likelihood that patients will receive appropriate care for conditions that are frequently under-diagnosed and under-treated; and

Encouraging compliance with prescription drug treatment regimens...

PhRMA members want patients and consumers to talk to their physicians about the medicines that may help them and to fully understand the known risks regarding these medicines. We know that DTC communications, particularly DTC television advertising, can be a powerful tool for reaching and educating millions of people."

Dec. 2008 - [Pharmaceutical Research and Manufacturers of America \(PhRMA\)](#)

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The American Advertising Federation, a national advertising trade association, stated the following in its Sep. 2008 position statement "DTC Prescription Drug Advertising," available at aaf.org:

"The AAF supports the right of pharmaceutical companies to advertise prescription drugs directly to consumers, provided all claims are substantiated and appropriate disclosures are included in the advertising. Proposed moratoriums on pharmaceutical advertising would violate the First Amendment protection for commercial speech. Barring information from advertising will cause more harm to consumers who are not encouraged by an ad to see a doctor about an illness. Surveys show that these ads prompted more than 39 million to ask their doctor about a particular health condition. Advertising is an important source of information about pharmaceuticals."

Sep. 2008 - [American Advertising Federation](#)

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The Royal New Zealand College of General Practitioners, in a Mar. 2017 position statement titled "Prohibition of Direct-to-Consumer Advertising of Prescription Medications," available from its website, wrote:

"Direct-to-consumer advertising (DTCA) of prescription medications causes considerable public harm through misinformation and the stimulation of demand for unsuitable or unnecessary, costly treatment, leading to inappropriate prescribing... DTCA of prescription medications should be prohibited...

Those in support of the DTCA of prescription medications – primarily the pharmaceutical industry – claim that they are a source of information for consumers about conditions and new medications. However, the information provided is often misleading and of variable quality, with many advertisements citing inappropriate publications to support their promotional claims. The misuse of scientific evidence erodes trust in true, evidence-based advice and contributes to public confusion...

DTCA increases the likelihood of the consumer requesting the advertised product and/or believing they have a condition, resulting in increased prescribing. This can cause harm to the patient, damage the doctor–patient relationship and create unnecessary costs to the patient and health system."

Mar. 2017 - [Royal New Zealand College of General Practitioners \(RNZCGP\)](#)

The American Society of Health-System Pharmacists (ASHP), in a 2016 policy position (number 1624), detailed in its report titled "ASHP Policy Positions 1982-2016," available from [ashp.org](#), wrote:

"[Policy Number] 1624...

To advocate that Congress ban direct-to-consumer advertising [DCTA] for prescription drugs and medication-containing devices...

ASHP recognizes that banning a constitutionally protected right to free speech, even commercial speech, must be reinforced by evidence that indicates the banned speech negatively impacts society. In the case of DCTA, those negative impacts, including intrusion on the patient-prescriber relationship and increased healthcare costs, are evident and overwhelming. Given the outsized role prescription drug products have as a cost driver to the healthcare system, the detrimental effects of DCTA, and the limited potential benefits, ASHP has concluded that a ban on DTCA of prescription drugs and drug-containing implantable medical devices is warranted."

2016 - [American Society of Health-System Pharmacists \(ASHP\)](#)

The American Medical Association (AMA) in a Nov. 17, 2015 press release titled "AMA Calls for Ban on DTC Ads of Prescription Drugs and Medical Devices," available from their website, wrote:

"Today's vote in support of an [direct-to-consumer] advertising ban reflects concerns among physicians about the negative impact of commercially-driven promotions, and the role that marketing costs play in fueling escalating drug prices... Direct-to-consumer advertising also inflates demand for new and more expensive drugs, even when these drugs may not be appropriate."

Nov. 17, 2015 - [American Medical Association \(AMA\)](#)

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Martha Rosenberg, author and health reporter, in a Feb. 13, 2014 blog post, "Following Success of DTC Drug Advertising, DTC Radiation Advertising? What?," available at the Center for Health Journalism website, stated:

"Seventeen years after direct-to-consumer (DTC) drug advertising was instituted in the US, 70 percent of adults and 25 percent of children are on at least one prescription drug. Topping the adult pill category is--surprise!--*antidepressants* which are used by an astounding *one in four women between 50 and 64*. Topping the child pill category is--another surprise!--ADHD meds, though kids increasingly take blood pressure, diabetes and insomnia meds too. (Babies are actually given GERD medicine for spitting up.) Twenty percent of the population is now on five or more prescription medications. Ka-ching.

DTC advertising has done two pernicious things. It has created a nation of hypochondriacs with depression, bipolar disorder, GERD, Restless Legs, insomnia, seasonal allergies and assorted pain, mood and 'risk' conditions and *it has reduced doctors to order takers and gate keepers*. Thanks to TV drug ads, patients tell doctors what is wrong with them and *what pill they need*, coupon in hand. Drug company-funded web sites even give patients talking points to use when they see the doctor, lest they don't ring up a sale.

Selling prescription drugs like soap makes a mockery of a medical school education."

Feb. 13, 2014 - [Martha Rosenberg](#)

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The American College of Physicians (ACP), a national membership organization of physicians, provided the following testimony, in a statement delivered by Donna Sweet, MD, during the Sep. 29, 2005 US Senate Special Committee on Aging titled "The Impact of Direct to Consumer Drug Advertising on Senior's Health and Health Care Costs," available at the Senate Special Committee on Aging website:

"Since 1998, ACP has been opposed to the practice of DTC advertising, which often leaves our patients confused and misinformed about medications. It undermines the patient-physician relationship and impedes the practice of medicine by challenging the individual physician's medical judgment...

Consider the toenail ad, my personal favorite. While I am trying to tell a senior that it is not life-threatening; that there really aren't little creatures with horns, legs, and arms under their toenails, living in sofas and chairs; that the drug is quite expensive; and that the risks of toxicity are significant and that it may not work, I lose valuable time that could have been directed at the underlying reason they have those toenails—their diabetes, their vascular disease, their cholesterol, their overall health...

ACP would prefer to see Congress ban DTC advertising because it does not constitute appropriate patient education."

Sep. 29, 2005 - [American College of Physicians](#)