

1) Watch the video to understand what the main subject is and pick the best of the titles below:

- a) Drug Developing    b) Drug Manufacturing    c) Drug Marketing    d) Prescription Drugs

2) Some statistics. Match the figures on the left with the facts on the right, then complete this sentence: Total drug spending jumped last year \_\_\_ \_\_%, \_\_\_ nearly \_\_\_\_\_.

70%	Number of prescriptions written in 2011
Over 50%	Increase of spending on drugs last year
4 billion	Number of Americans having a treatment including 2 drugs
3%	\$ Amount spent on drugs in the US last year
330 billion	Number of Americans having a treatment including at least one drug
\$ 1,000	Yearly cost of drug marketing targeting doctors
4 billion	\$ Individual cost for prescribed treatment
24 billion	Number of top 10 companies spending more on marketing than research in 2013
9 out of 10	\$ Yearly cost of drug marketing

3) Why aren't drugs like most other products? How do ads end, as a consequence?

4) Who has all the power in the prescription drug business and what happens as a result?

5) What is the main role of pharmaceutical representatives according to pharmaceutical companies?

Language Work: Reorder the words in each sentence below in order to have some of the questions that should be discussed with a doctor regarding drug ads:

1) treat / condition / does / what / this / drug ?

2) I / do / why / think / condition / might / I / have / this ?

3) another / this / I / take / condition / should / drug / well / if / as / I / have ?

4) other / should / taking / I / drugs / take / other / this / if / drug / am / I ?

5) drug's / I / which / the / of / effects / should / about / possible / side / be / concerned ?

6) drugs / my / do / condition / different / other / for / effects / have / side ?

7) more / I / how / learn / can / condition / this / and / about / drug / this ?

