

1) What effect can direct-to-consumer ads have ? Discuss this question with your partner.

2) Start watching the video and try to understand what question has been asked by researchers, what they have found out and what 2 different opinions exist regarding that issue.

QUESTION :	
Result :	
One school of thought	Pharmaceutical Industry groups

3) More details about the guest's research : are the statements the same S or different D from what you hear. Make the necessary changes.

- a) His team wanted to see if ads make people see their doctor less.
- b) They wanted to determine if drug advertisements encouraged people to get treatment for illnesses they may never have thought of treating.
- c) They also wanted to look at compliance.
- d) They found out that ads do not improve adherence to treatment.

4) True or False ? Keep watching and decide if the statements below are True or False. Justify your choices.

- a) Death by prescription is a book that was written by the scientist mentioned above. T F
- b) In this book, it looks like it is patients who get doctors to write the prescriptions they want in most cases. T F
- c) The scientist in the show questions doctors' ability to stay professional and give expert advice. T F

5) What did some researchers from the Medical University of South Carolina look at ? How long did their study last _____? What did their results show ? Take notes in the table below.

They looked at 1_____ and 2_____	
Info + results for 1	Info + results for 2

- 6) What did their research show regarding the effect of drug ads ?
- 7) Why was Vioxx pulled from the market ?
- 8) Why didn't people seek prescriptions for Celebrex ?
- 9) Finally, do ads give sufficient warning to consumers ? How are side effects presented in TV ads ?