



# Consumerism: Drug Ads

Presented by Renata Jalosinski, R.Ph.

*Member session*

Blue Cross® ***Virtual Well-Being***

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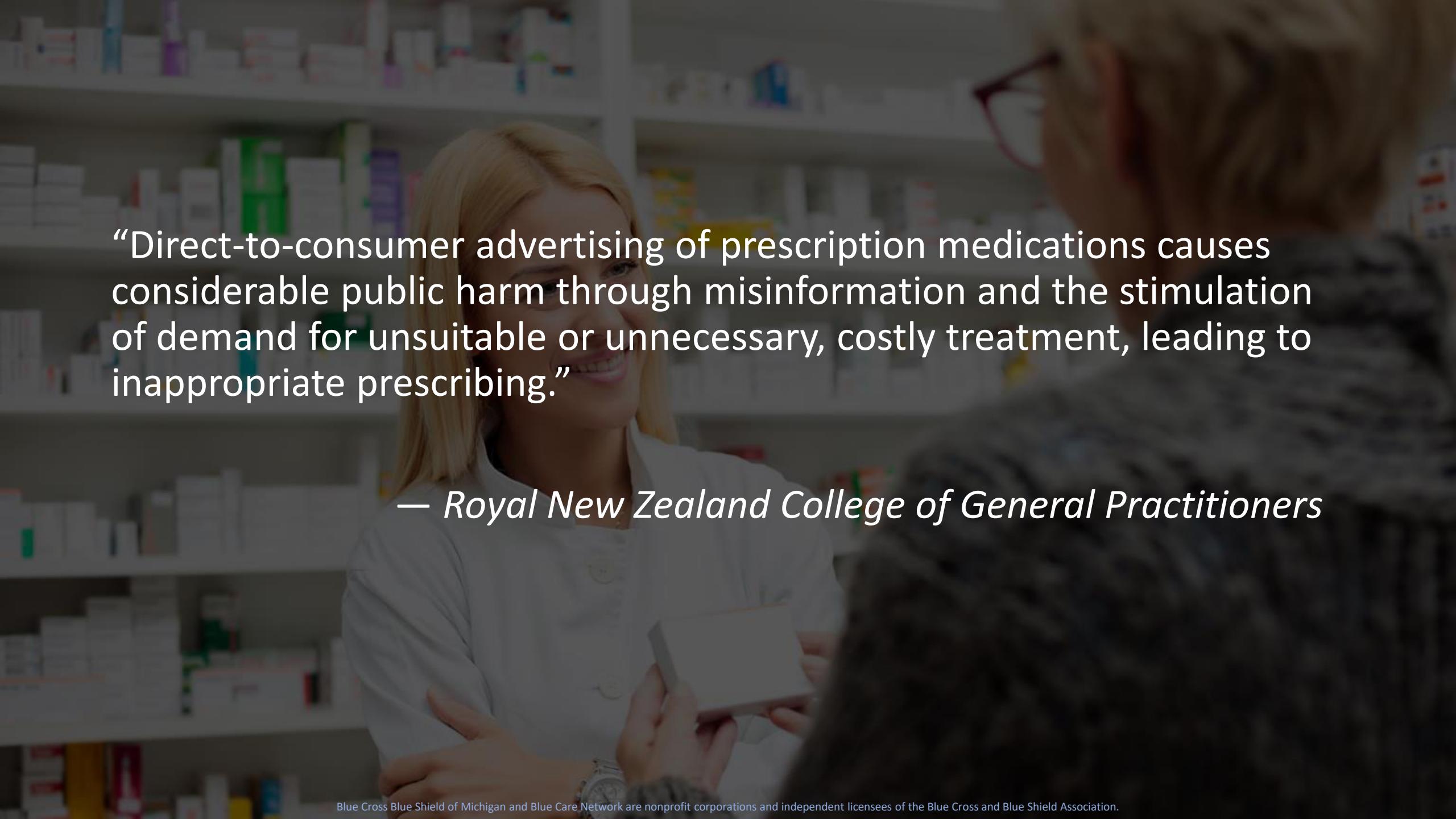
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“Prescription drug advertisements spread valuable educational information about the promoted product and conditions associated with the drug. Better-educated patients can make well-informed decisions regarding their own health care.”

— *Crystal Adams, Ph.D.*



A photograph of a pharmacist with blonde hair, wearing a white lab coat, smiling and holding a prescription. She is standing behind a counter in a pharmacy, with shelves of medicine bottles in the background.

“Direct-to-consumer advertising of prescription medications causes considerable public harm through misinformation and the stimulation of demand for unsuitable or unnecessary, costly treatment, leading to inappropriate prescribing.”

— *Royal New Zealand College of General Practitioners*

# Well-being opportunity for schools

***Building Healthy Communities: Step Up for School Wellness*** is a free program designed to create a healthier school environment, prevent childhood obesity and address mental health by providing schools with funding, training, curriculum and equipment to implement resources that improve the health and well-being of students and staff.



- Applications accepted until **Sept. 30, 2019**
- Program designed for Michigan schools serving grade levels K-12
- Full eligibility information, program description and application information available at [buildinghealthycommunities.arewehealthy.com](http://buildinghealthycommunities.arewehealthy.com)



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Michigan Department of Health & Human Services



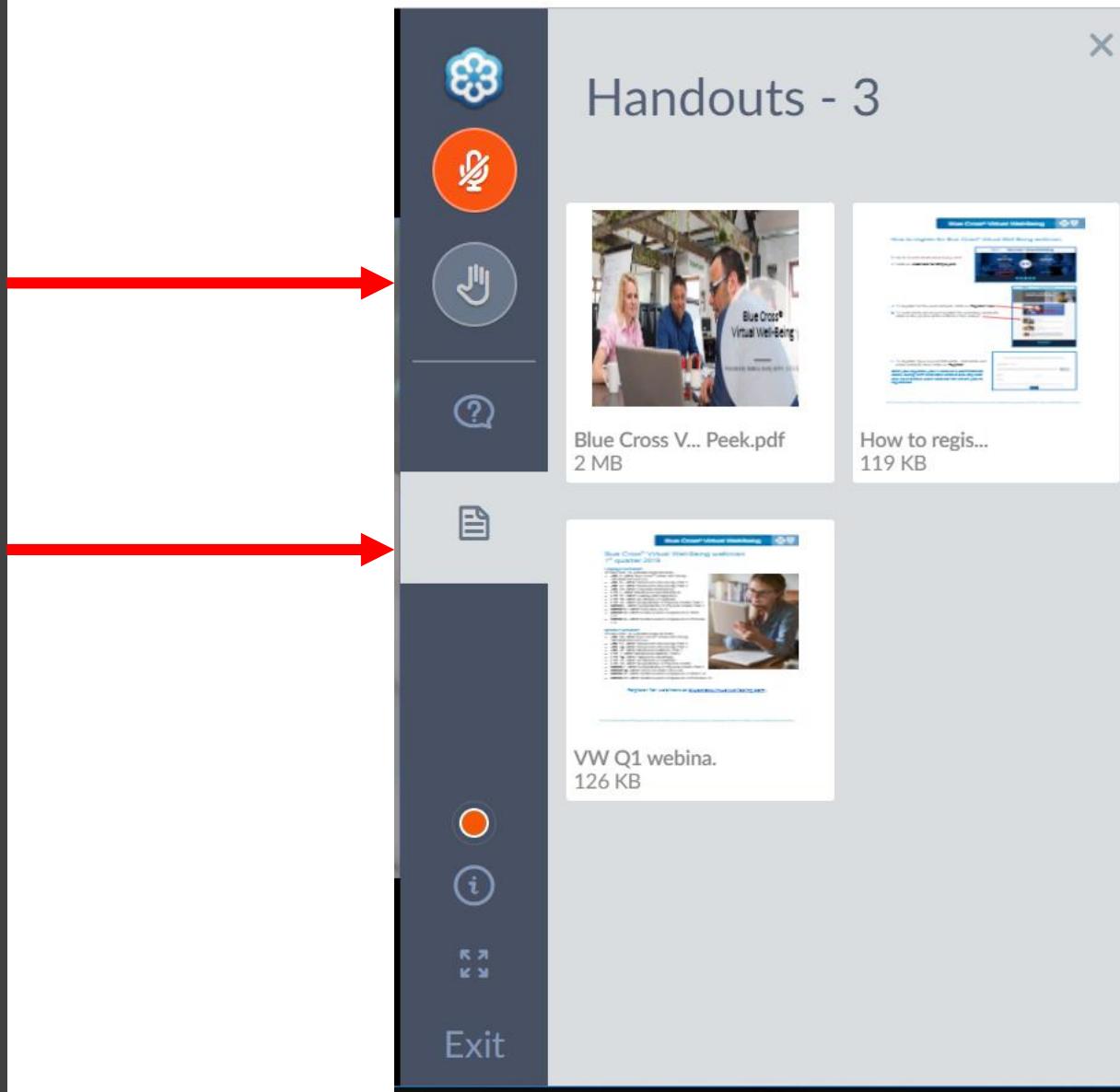
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The webinar will begin  
momentarily  
Please stand by...

- If you have a question or want to respond to the presenter, click the raised hand icon.
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# Welcome to Consumerism: Drug Ads



The session will begin at noon.



This is an interactive session.



Minimize distractions.



We will use Q&A at the end of the session.

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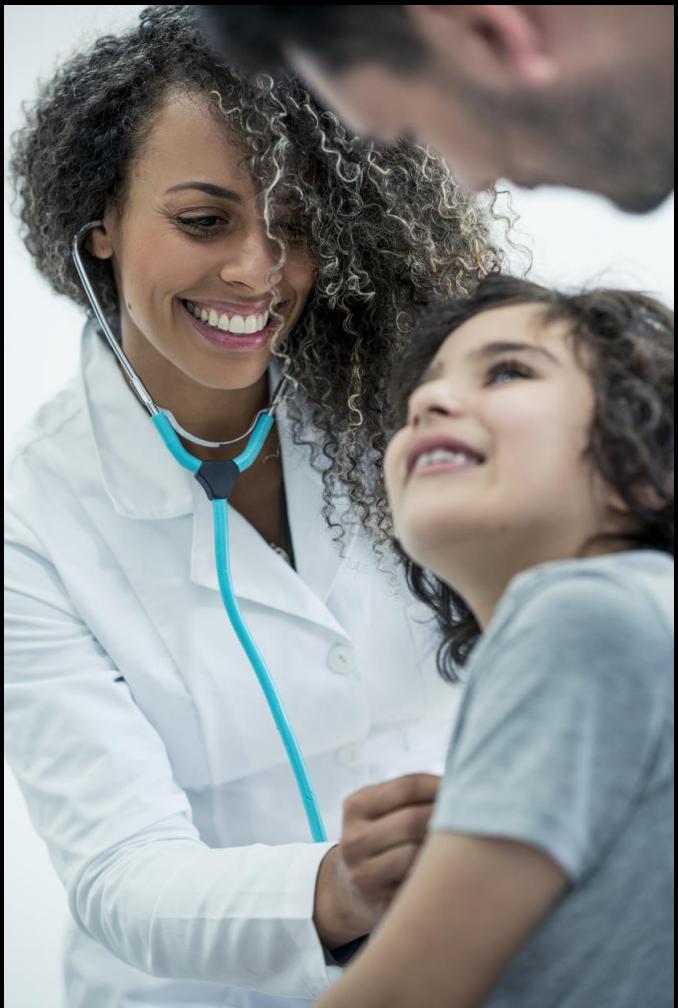


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A photograph showing a male doctor in a white coat and a female patient in a blue top. They are looking at a tablet device together, smiling. The background shows a window with horizontal blinds.

“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.”

— Adam Scott Roberts, Senior Vice President  
and Group Media Director at  
Communications Media, Inc.



“(Direct-to-consumer advertising) undermines the patient-physician relationship and impedes the practice of medicine by challenging the individual physician’s medical judgment...”

— *American College of Physicians*



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# Mark your calendar

Learn How to Make Healthy Lifestyle Changes to Control Blood Sugars and Fight Diabetes

- Sept. 5, 2019
- 12 to 12:20 p.m.

A scenic autumn landscape featuring a dirt path winding through a dense forest. The trees are heavily laden with vibrant fall foliage in shades of red, orange, yellow, and green. Sunlight filters through the canopy, creating bright highlights and deep shadows. The overall atmosphere is peaceful and natural.

**Join us for our next weekly meditation  
session on your computer or mobile device.**

Topic: Deep Relaxation Meditation

Wednesday, Sept. 4, 2019

8 to 8:10 a.m. Eastern time

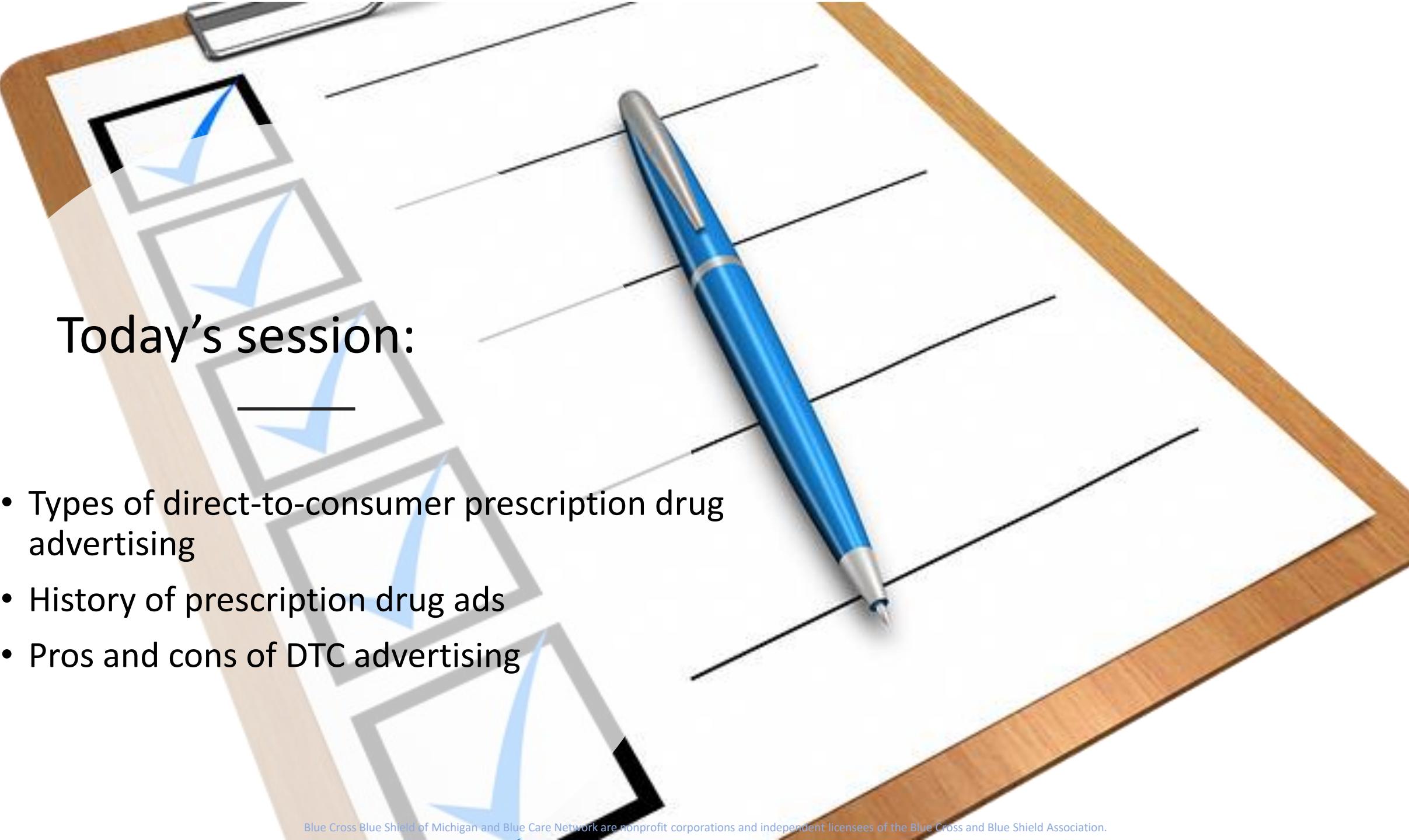
[Register today.](#)

# Today's presenter

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Renata Jalosinski, R.Ph.  
Manager, Pharmacy Account  
Management





## Today's session:

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- Types of direct-to-consumer prescription drug advertising
- History of prescription drug ads
- Pros and cons of DTC advertising

# Did you know?

- Bayer Pharmaceuticals sold heroin as an over-the-counter remedy for coughs in the early 1900s.
- Physician prescriptions were not required to obtain drugs until 1951.
- The U.S. Food and Drug Administration did not begin to regulate prescription drug advertisements until 1962.
- Direct-to-consumer prescription drug advertising can be defined as an effort made by a pharmaceutical company to promote its prescription products directly to patients.\*
- United States and New Zealand are the only two countries where DTC advertising of prescription drugs is legal.
- In 2017, the industry spent \$6.1 billion on DTC drug ads, mostly during television shows.\*\*

\* Source: "Direct-to-Consumer Pharmaceutical Advertising: Therapeutic or Toxic?", *P&T Journal*, October 2011

\*\* Source: [mmm-online.com](http://www.mmm-online.com)\*\*\*, March 12, 2018

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# Types of DTC drug ads

Type of ad	Description
<b>Product claim ad</b>	Names a drug and its uses, and includes efficacy and safety claims
<b>Reminder ad</b>	Names a drug, dosage form and possibly cost, but not its uses  FDA does not allow this type of ad for drugs with serious risks (for example, a boxed warning)
<b>Help-seeking ad</b>	Provides only information about a medical condition and encourages patients to contact their doctor, but doesn't mention a product

Source: FDA Basics of drug ads



# History of prescription drug ads

**1700s-1800s**

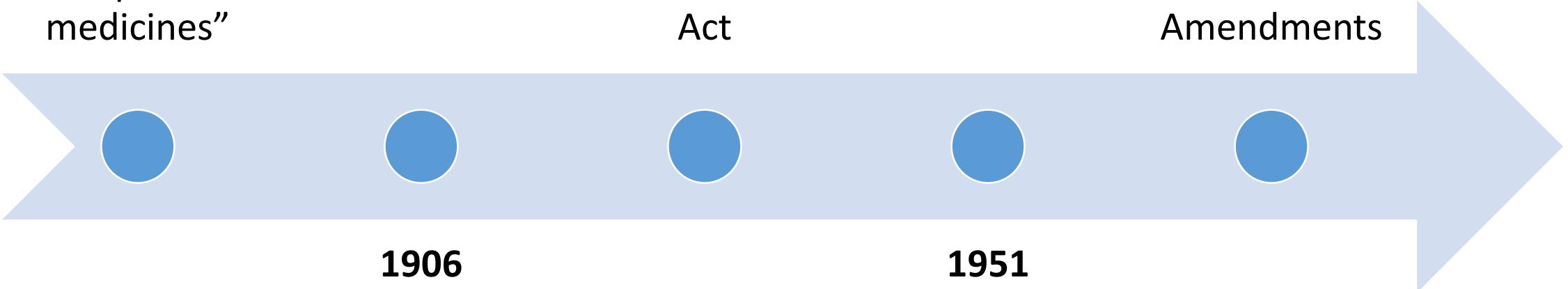
Drug  
compounds  
or “patent  
medicines”

**1938**

Food, Drug,  
and Cosmetic  
Act

**1962**

Kefauver-  
Harris  
Amendments



**1906**  
Pure Food  
and Drug Act

**1951**  
Durham-  
Humphrey  
Amendments  
to FDCA

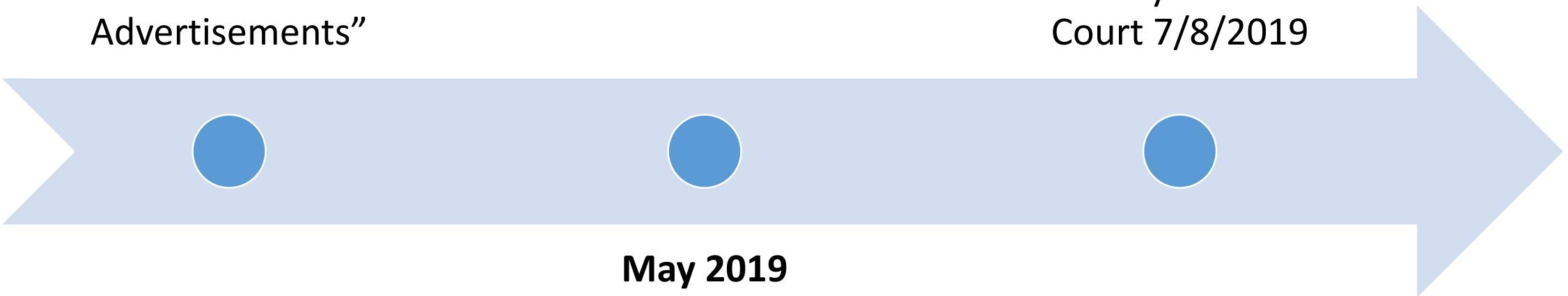
# History of prescription drug ads, continued

**1999**

Final FDA “Guidance for  
Industry: Consumer-  
Directed Broadcast  
Advertisements”

**July 9, 2019**

CMS final rule, 42 CFR  
403, to go into effect;  
blocked by D.C. District  
Court 7/8/2019



**May 2019**  
Drug Pricing Blueprint  
released by Trump  
Administration

# Should prescription drugs be advertised directly to consumers?

Pros	Cons
DTC ads encourage people to seek medical advice from health professionals	DTC ads misinform patients
Inform patients about diseases, medical conditions and possible treatments	Promote drugs before long-term safety information is known
Encourage patient compliance with treatment instructions	Normal conditions and bodily functions are medicalized and stigmatized
Diseases and medical conditions are more likely to be treated	Encourage over-medication
Help remove the stigma associated with certain diseases and medical conditions	Health care professionals may feel pressured to prescribe drugs that may not be in the patient's best interest
Create revenue for drug companies, which can be used for R&D to create new life-changing drugs	Weaken relationships between patients and health care providers
Should be allowed as protected free speech	Increase health care costs
	Banned in every country but U.S. and New Zealand

Source: [ProCon.org\\*](#), updated Oct. 23, 2018

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# For more information ...



- Virtual Well-Being Site: [bluecrossvirtualwellbeing.com](http://bluecrossvirtualwellbeing.com)
- Virtual Well-Being email: [BlueCrossVirtualWell-Being@bcbsm.com](mailto:BlueCrossVirtualWell-Being@bcbsm.com)



**Next session:**  
Learn How to Make Healthy Lifestyle Changes  
to Control Blood Sugars and Fight Diabetes

September 5, 2019  
12 p.m. to 12:30 p.m.

In this session:

- Grace Derocha, a certified diabetes educator and registered dietitian at Blue Cross Blue Shield of Michigan, will talk about a healthy, nutritious diet that includes all foods, even carbohydrates.
- You'll also learn how to make better choices while getting motivated to exercise, manage stress and sleep better.



# Questions?