

You're Just a Dollar Sign to Them:

Direct to Consumer Advertising of Prescription
Birth Control

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The Question: How do direct to consumer advertisements influence prescription patterns for reproductive health products?

- History
- Regulation today
- What regulation looks like in the world
- Behavioral outcomes of ads
- Arguments for and against
- Human impact
- An example
- Even with all of that this will fall short of comprehensive

First, a little history

• 1960 -

First oral contraceptive approved by FDA

• 1965 -

Oral contraceptives made available to married women

• 1969 -

Congress and the FDA develop first set of drug advertisement guidelines

• 1983 -

FDA memorandum defines parameters of pharmaceutical advertisements

• 1972 -

The pill is made legal for unmarried women to use

• 1970 -

Formula and safety information for the pill changed

• 1997 -

FDA alters requirements for television ads to require "adequate provision" for risk information

• 1996 -

Claritin runs commercial without any risk information

• 2005 -

Pharmaceutical Research and Manufacturers of America released its own updated regulations for advertising

Where is Regulation Today?

- The FDA creates and enforces regulation
 - It has limited funding
 - This promotes industry self regulation (Almashat et al., 2016)
- Regulation has loopholes
 - Ads don't have to list full safety information
 - Digital drug ads use scrolling to hide the risk information
 - All ads can refer viewers to a website for more information (Ventola, 2011)

Regulation and Design

- Advertisements are built on six appeals
 - Ego, social, sensory, routine, acute need, and rational.
 - Ration and ego are used in pharmaceutical ads (Tsai & Lancaster, 2012).
- Most prescription drugs also have websites.
 - Small screens and site design hide unwanted information
 - Accessible parts use the same appeals as ads (Ledford, 2009).
 - Sites are functionally more advertisements

How Advertising Guides Behavior

- Increasing product awareness through ads increases interest in a product
 - In the case of the HPV vaccine, patients not already vaccinated who saw ads showed more intent to get vaccinated than those who had not seen the ads but were aware of the vaccine (Manika, Ball & Stout, 2014).
- Advertisements can also incite communication with peers
 - Increases the likelihood women will discuss a prescription with their doctor (Young, Lipowski & Cline, 2005).
- Physicians reports also show advertisement influence on patient requests (Parker & Pettijohn, 2003).

The Human Impact

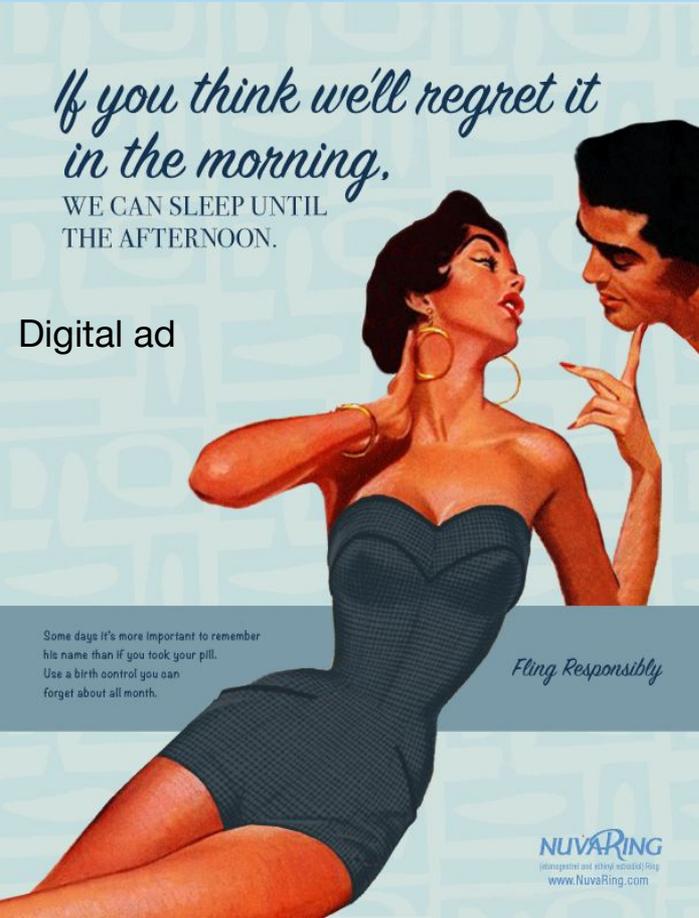
Direct to consumer ads increase prescription interactions in several ways.

- When DTC ads are the best or only education people have access to, their education is biased.
 - This can lead people to request drugs that are not right for them.
- Doctors receive their information from pharmaceutical companies as well (Parker & Pettijohn, 2003).

An illustrated example: Nuvaring

*If you think we'll regret it
in the morning,*
WE CAN SLEEP UNTIL
THE AFTERNOON.

Digital ad



Some days it's more important to remember
his name than if you took your pill.
Use a birth control you can
forget about all month.

Fling Responsibly

NUVARING
(etonogestrel/ethinyl estradiol vaginal ring)
www.NuvaRing.com

NUVARING
(etonogestrel/ethinyl estradiol vaginal ring)
dosage 0.020 mg/0.015 mg per day

"Isn't it tricky to get that in there?"

Nope. It's easy to use.

NuvaRing is a small, flexible vaginal ring. Like a tampon, you insert and remove it yourself. Except you put NuvaRing in for 3 weeks, take it out, then put a new one in a week later.

Print ad



NuvaRing is a flexible birth control vaginal ring used to prevent pregnancy. Once NuvaRing is in your vagina, it releases a continuous low dose of hormones. And it doesn't have to be in an exact position to work. Available by prescription only.

Important Safety Information

Do not use NuvaRing if you smoke cigarettes and are over age 35. Smoking increases your risk of serious heart and blood vessel problems from combination hormonal contraceptives (CHCs) including heart attack, blood clots, or stroke which can be fatal. This risk increases with age and the number of cigarettes smoked.

- The use of a CHC, like NuvaRing, is associated with increased risks of several serious side effects, including blood clots, stroke, or heart attack. NuvaRing is not for women with a history of these conditions or any condition that makes your blood more likely to clot. The risk of getting blood clots may be greater with the type of progestin in NuvaRing than with some other progestins in certain low-dose birth control pills. The risk of blood clots is highest when you first start using CHCs and when you restart the same or different CHC after not using it for a month or more.
- NuvaRing is also not for women with high blood pressure that medicine can't control; diabetes with kidney, eye, nerve, or blood vessel damage; certain kinds of severe migraine headaches; liver disease or liver tumors; unexplained vaginal bleeding; breast cancer or any cancer that is sensitive to female hormones; or if you are or may be pregnant.
- NuvaRing does not protect against HIV infection (AIDS) and other sexually transmitted infections.
- The most common side effects reported by users of NuvaRing are irritation inside your vagina or on your cervix; headache (including migraine); mood changes (including depression); the ring slipping out or causing discomfort; nausea and vomiting; vaginal discharge; weight gain; vaginal discomfort; breast pain, discomfort, or tenderness; painful menstrual periods; abdominal pain; acne; and less sexual desire.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Please read the Patient Information Summary on the adjacent page for more detailed information.

Ask your health care provider about NuvaRing or visit NuvaRing.com.

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