

DTC Benefits Supported by a Strong Data Record

Patient Treatment Path

Consumer Perspective

Physician Perspective

Do I have a health condition?

- 83% of consumers agree DTC ads encourage people to find out more about the condition the advertised med treats (1)
- 80% of consumers agree that ads *alert them to symptoms* of conditions they might have (2)

- 50% of MDs agree that ads make patients more aware of potential symptoms of disease. (3)

Should I do something about it?

- 84% of consumers agree that ads tell people about new treatments (4)
- 79% of consumers recall seeing or hearing info in ads about the risks of the advertised med and 78% found this information useful (5)
- 43% report that an ad has caused them to look for more info about a treatment of condition (7)

- 72% of MDs agree ads educate and inform patients about the treatments available to them. (8)
- 42% of MDs agree that ads make patients more involved in their healthcare. (9)

I'm talking to my Doctor.

- 65 million consumers speak to a MD each yr because of a DTC ad, of which 25 million speak about a new condition for the first time (10)
- 25% of ad-driven conversations resulted in a new diagnosis, nearly half of which were high-priority" conditions as defined by IOM (13)
- In 45-60% of cases, patients who ask about a Rx med receive a recommendation for behavioral or lifestyle changes (14)
- 18 million patients received an Rx for an advertised med as a result of advertising driven conversations. An estimated 7-9 million in this group asked and receive the advertised med. (15)
- Consumers agree that DTC ads *provide the information they need to ask their doctors about product risks (62%) and benefits (68%)* (10)

- MDs who had a ad-driven interaction with patients report
 - 91% of the time patient did not seek to influence their care in a way that would be harmful
 - 88% of cases in which patients asked about an Rx had the condition that the drug treated
 - 82% reported that ad exposure did not create problems for the interaction
 - 56% reported that the patient asked more thoughtful questions (16)
- 66% of MDs report that patients exposed to ads result in better discussions (17)
- The vast majority do not report pressure to prescribe as a result of ad-driven requests (18)
- 55% of African-American physicians agree that DTC ads are a benefit to patients; by promoting patient education about disease, 53%; and by promoting increased communication, 48%. (19)

I'm staying on my medication.

- Longitudinal patient studies show that people requesting and receiving an Rx med, stay on therapy longer (20)

- 34% of MDs agree that ads make patients more likely to use meds properly (22)
- 32%-45% of MDs agree that ads make patients more likely to adhere to treatment regimes (23)

Notes:

[1] Prevention Annual Survey, 2004

[2] Prevention Annual Survey, 2004

[3] Pfizer data on file, 2004

[4] Prevention annual survey, 2003

[5] Prevention annual survey, 2003

[6] Prevention annual survey, 2003

[7] FDA Patient Survey, 2002

[8] Harvard/Harris Study, 2002

[9] Pfizer data on file, 2002

[10] Prevention annual survey, 2003. Corroborating findings appear in the 2002 Harvard/Harris study and 2002 FDA Patient Survey.

[11] *FDA Physician Survey* (2002). 23% of those surveyed asked their physicians about treatment for a condition, while only 7% asked about a specific brand); Henry N. Young, Ph.D., et al., *Does Direct-to-Consumer Advertising (DCTA) Promote Shared Decision Making? A Preliminary Study*, (Sept. 22, 2003) (93.5% of respondents were more likely to seek additional information about advertised drugs than a prescription); *NCL Patient Survey* (half of patients who visited a doctor after seeing an ad said they wanted to find out if the medication was right for them, 33% said they wanted to find the best way to treat their condition, and only 10% said they wanted the advertised drug)); *COSHAR Patient Survey* (21% of patients wanted to discuss a specific drug with their doctor after seeing a DTC ad, but only 11% planned to ask for a specific prescription).

[12] FDA Patient Survey, 2002

[13] Harvard/Harris Study, 2002

[14] FDA Patient Survey, 2002; Harvard/Harris Study, 2002; Prevention Annual Survey, 2003

[15] Prevention Annual Survey, 2003. Multiple studies have yielded data within this range across several years. The 2002 GAO meta-analysis placed the estimate at 8.5 million patients (approximately 15% of those who spoke to their doctor because of an advertisement.)

[16] FDA Physician Survey, 2002.

[17] Harris/Harvard Survey, 2002

[18] FDA Physician Survey, 2002.

[19] "To Do No Harm": Survey of the Physicians of the National Medical Association Regarding Perceptions on DTC Advertisements, 2001 (Survey of 886 NMA member physicians)

[20] Pfizer/RxRemedy Compliance Analysis (available at www.pfizer.com)

[21] Pfizer analysis of Ipsos-PharmTrends longitudinal panel data. See also Ipsos-PharmTrends "Industry Insights", Summer 2002 for a similar publicly available analysis.

[22] FDA Physician Survey, 2002

[23] FDA Physician Survey, 2002; Harris/Harvard Survey, 2002