

MedData Point

Shares Physician Opinions on DTC & DTP Pharmaceutical Advertising

MedData Point is a market research program powered by MedData Group that collects and analyzes data to provide healthcare marketers with insights into the latest trends, technologies and perceptions in healthcare among physicians and other healthcare professionals and across a variety of specialties and practice sizes. The following survey data is reflective of 600 U.S. physicians.

PHYSICIAN OPINIONS ON DTC & DTP PHARMACEUTICAL ADVERTISING

Pharmaceutical companies are one of the largest advertisers in the overall marketplace and across all media. They spend billions of dollars annually investing in marketing and advertising directly to consumers and to healthcare professionals (HCPs). In this survey we asked providers to provide us with their opinions on pharmaceutical advertising directly to consumers as well as directly to providers. The responses were overwhelming, with 600 survey respondents and over 200 physicians providing optional, written responses.

Respondents were first asked, **“How do you feel about pharma companies advertising branded products directly to patients/consumers?”**



Responses were as follows:

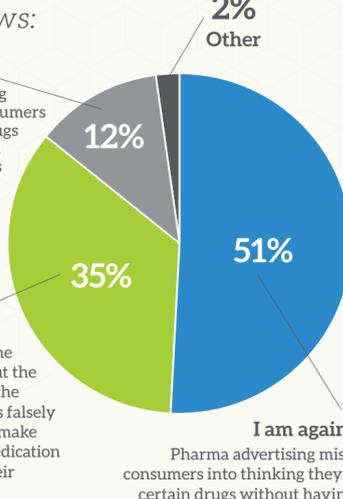
More than 50% of respondents answered, **“I am against it. Pharma advertising misleads consumers into thinking they need certain drugs without having the proper medical training.”**

I support it

Pharma advertising helps educate consumers about available drugs on the market, and empowers patients to take ownership over their own health and well-being.

I have mixed feelings

Consumers have the right to know about the available drugs in the market, but the ads falsely empower them to make the unqualified medication decisions about their own health.



I am against it
Pharma advertising misleads consumers into thinking they need certain drugs without having the proper medical training.

The top 5 specialties against direct-to-consumer pharmaceutical advertising were:



Family/General Practice



Internal Medicine



Radiology



Psychiatry



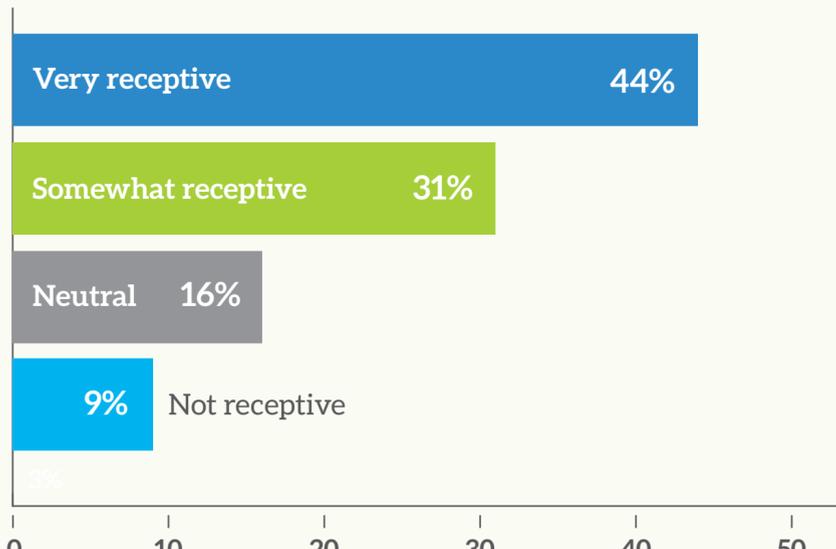
Pediatrics



86% of physicians are either against or have mixed feelings around pharmaceutical advertisements directly to consumers.

Second, when asked, **“For direct to provider pharma marketing, how receptive are you to receiving information from pharma companies about new drugs and treatment options?”**

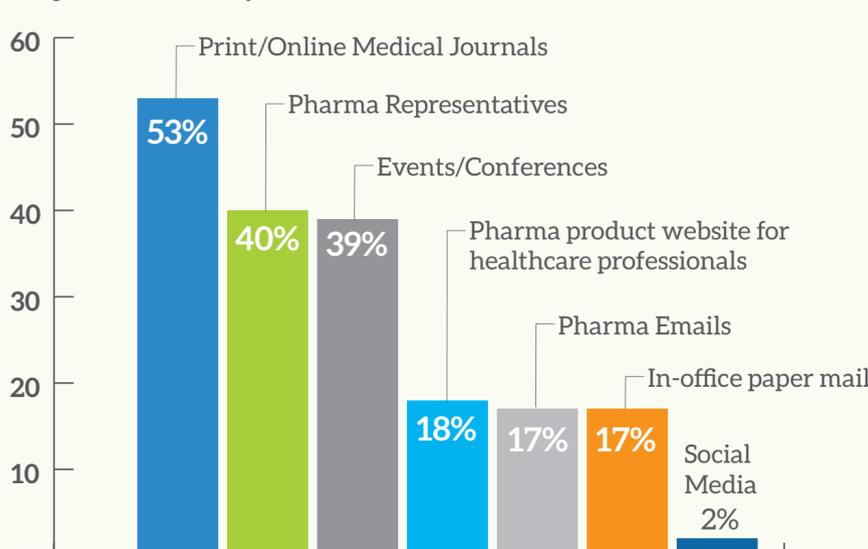
Responses were as follows:



75% of physicians are either very or somewhat receptive to direct to provider marketing from pharma companies.

Next, when asked, **“When receiving new drug and treatment information from pharma companies, how do you prefer to review/learn about the information?”**

Responses were as follows:



Lastly, an optional, open-ended question asked respondents to provide us with any additional thoughts on pharma advertising to patients/consumers or HCPs. **More than 200 respondents** took the time to write in additional thoughts.

Here are a few noteworthy responses from HCPs:

“Pharma information should be distributed to medical personnel BEFORE being allowed to advertise to the general public.”

— Specialty: Family/General Practice

“The information that is disseminated is done in a way that can be helpful but requires thoughtful discussion and close observation. It should only be to physicians, pharmacies, and NPs.”

— Specialty: Cardiology

“Pharma shouldn't advertise to patients. It needs to advertise to providers and the providers have the responsibility of providing the treatment that they feel is best for the patients.”

— Specialty: Internal Medicine.

“Patients do not have the expertise to make decisions about complex and potentially dangerous effects of drugs and the risk vs. rewards that they can encounter. Each individual patient is different and flashy advertising to patients is not the way to make good decisions. Pharmaceutical companies should spend their advertising money on educating physicians who are in a better position to prescribe what is best for any individual and to educate the patient.”

— Specialty: Internal Medicine

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About MedData Group: MedData Group provides a wide range of data solutions and demand generation programs for providers of pharmaceuticals, medical devices, healthcare technology, professional services, medical education, publishers and others looking to engage with professional healthcare audiences. We offer a full range of highly flexible, cost-effective data solutions as well as demand/lead generation programs. Our database of over 1.8 million healthcare professional records including email, digital ID, clinical behavior (Dx/Px) and dozens of other data fields is constantly being verified, enriched and updated to fuel your interactive marketing campaigns. Our suite of innovative solutions will help you reach and engage the right HCP audiences through the right channels

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