PHYSICIAN OPINIONS ON DTC & DTP PHARMACEUTICAL ADVERTISING

Respondents were first asked, "How do you feel about pharma companies advertising branded products directly to patients/consumers?" Responses were as follows:

- Very receptive: 38%
- Somewhat receptive: 44%
- Neutral: 9%
- Not receptive: 9%

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:

- Direct-to-Provider Marketing: 40%
- Direct-to-Consumer: 20%
- Pharma product website: 16%
- Pharma Emails: 12%
- Social Media: 2%
- Other: 2%

Lastly, as an optional, open-ended question respondents were given the opportunity to provide us with any additional thoughts on pharma advertising to patients/consumers. 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.
- Patients have the right to know about available drugs on the market, but the ads falsely empower patients to take ownership of their health and well-being.
- I support it... I have mixed feelings.

Second, when asked, "The direct to provider marketing, how many pharma representatives do you see at the event/ conference?"

Responses were as follows:

- 0 10 20 30 40 50
- 0 10 20 30 40
- 0 10 20 30 40
- 0 10 20 30 40
- 0 10 20 30 40
- 0 10 20 30 40

Third, when asked, "For direct to provider pharma marketing, do you prefer to receive the information from the pharma company or another source?"

Responses were as follows:

- From Pharma: 44%
- From other: 56%

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

- Family/General Practice
- Pediatrics
- Psychiatry
- Pediatrics
- Internal Medicine

More than 200 respondents took the time to write in additional thoughts on pharma advertising to patients/consumers. Here are a few noteworthy responses from HCPs:

- Pharma shouldn't advertise to patients. It needs to advertise to providers, pharmacies, and HCPs.
- Pharma advertising money on educating physicians who are in a better position to prescribe what is best for any individual and to educate the patient.
- Pharma representatives don't add value to the pharma sales process. They are just a way to make good deals. Pharma and pharmaceuticals should spend their advertising money on educating physicians who are in a better position to help a consumer and to educate the patient.

More than 60% of physicians were either against or have mixed feelings about pharmaceutical advertisements directly to consumers.