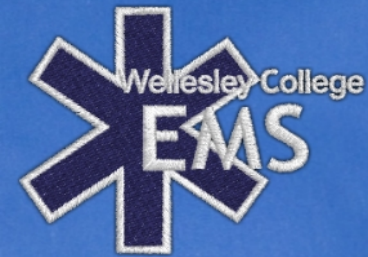


As Seen on TV : What the Commercials Don't Tell You About Those Medications



Rebecca Valentine, B.S., Paramedic, NCEE, MA I/C



Disclaimer/Disclosure

The views expressed in this presentation are my own and not vetted/censored.

We may discuss individual medications advertised on television but **no off-label discussions.**

In no way am I advocating for/against any particular drug nor giving any medical or health advice.

Sadly, still, no financial disclosures



Why am I here?



#ExcellenceinEMSEducation

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I C A R E

Integrity • Compassion • Accountability • Respect • Excellence

<http://icarevalues.org/>



SAMPLE

- Prescriptions
- Changes
- OTC
- Herbal supplements
- Holistic medicine
- illicit drugs

https://www.medicinenet.com/drugs_what_you_should_know_about_your_drugs/article.htm



<http://thedonorin.com/testimonials/>



<https://community.aarp.org/55/Tips/travel-with-meds/1831255/pajpa4>



Essential information

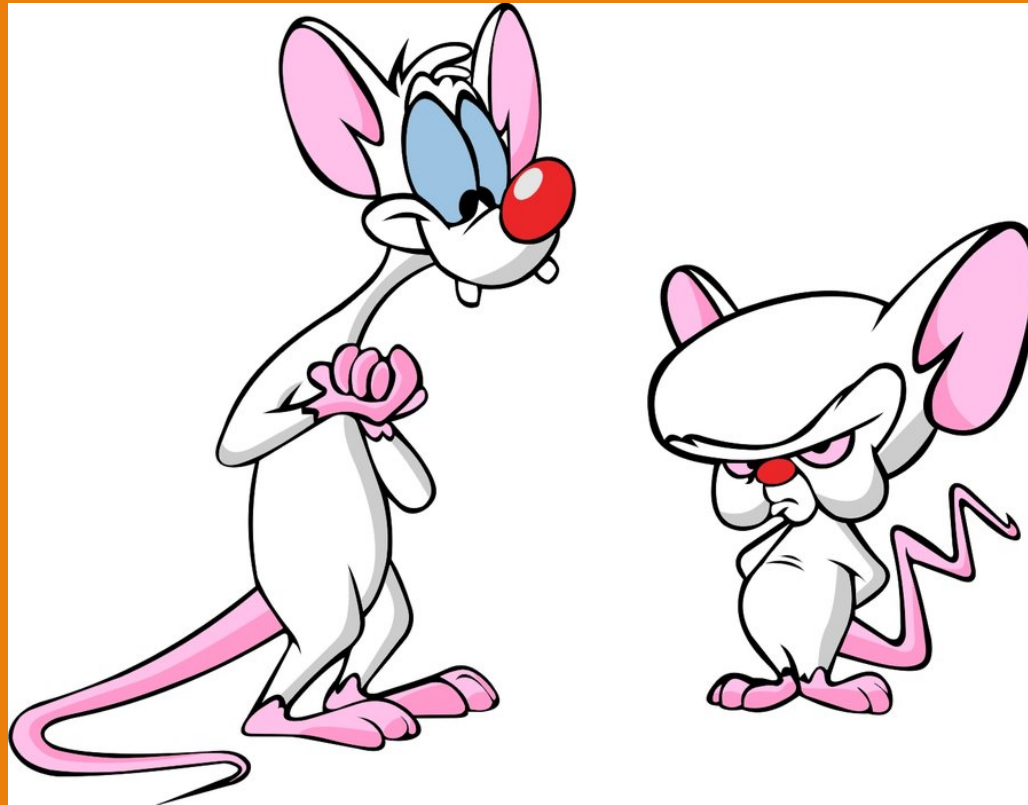
- 5 Rights/ 6 Rights
- Mode of action/purpose
- Side effect
- untoward effect
- OD
- Active ingredients/fillers



- Potentiate
- Synergy
- Agonists/antagonists
- Interaction – meds/foods/med conditions
- Black box warnings
- Up-to-date information



Critical thinking



<https://www.deviantart.com/geminifire89/art/Pinky-and-the-Brain-300920443>

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The financial relationship between big pharma, hospitals and docs



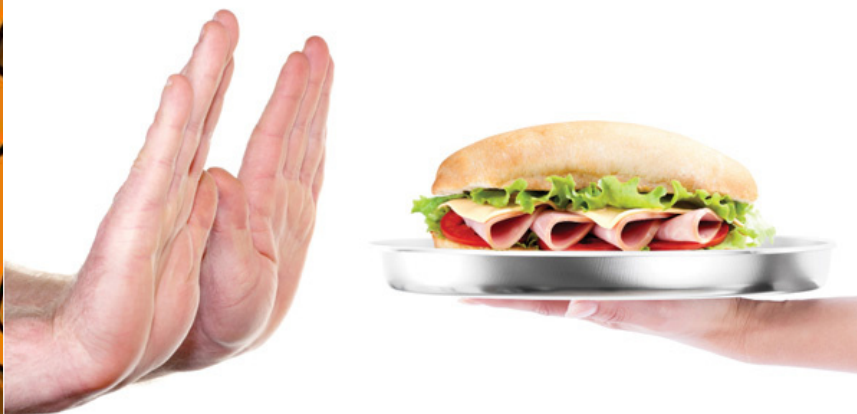
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Pharmaceutical companies PAY physicians to prescribe their medication



<https://www.medscape.com/viewarticle/865279>

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SAY NO TO THE SANDWICH

Read the evidence & sign the pledge now at noadvertisingplease.org

Pharmaceutical companies employ marketing representatives to influence doctors' prescribing habits. Doctors who see these drug reps are more likely to prescribe more medication, more expensively and less according to accepted guidelines. *No Advertising Please* encourages doctors to avoid using drug representatives as their 'educational' resource, by pledging to not see drug reps at their practice for one year.



This office does not allow visits from pharmaceutical salespeople because we rely on scientific information, not marketing, to decide what treatment is best for you.

This policy also means that we don't provide drug samples. "Free" drug samples cost you money. Samples are only available for the most expensive, most-promoted drugs, and are a tactic to get you to use drugs that may not be the best therapy for you.

Signature _____

Date _____



<https://coupons4utah.com/the-money-bag-coupon-mall/>



2015
Top paid physician
\$600,000

Gilead Science, Inc.



<http://www.gcic.edu/profiles/DetailsCP.aspx?FileNum=100456>

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www.free-power-point-templates.com

Ads on TV





0 km 94 188 282 km Three Kings Islands
 © 2009 Ezilon.com All Right Reserved



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Who are these ads for?



<https://thefisheriesblog.com/2013/02/25/bold-hungry-anti-social-but-anxiety-free-fish/>

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Why?



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To “educate” the public?



Financial Aspects

-  62% (2012)



Financial Aspects

- 6.4 Billion



Financial Aspects

- 2012 (12th largest)
- 2016 (6th)



<https://www.usatoday.com/story/money/2017/03/16/prescription-drug-costs-up-tv-ads/9920387/>

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Direct-to-consumer ads pay

16 100m 1 16m 19:1



© Valentine 2018

These ads cost \$



EMERGING ELEVEN

2017 EMERGING PHARMA LEADERS



EMERGING ELEVEN

- | | |
|---|--|
| CARSTEN BRUNN HEAD OF PHARMACEUTICALS, AMERICAS REGION, BAYER | HEATHER DEAN HEAD, SPECIALTY SALES AND ACCOUNTS, TAKEDA PHARMACEUTICALS |
| MOHAMED HAMADA COUNTRY PORTFOLIO LEAD, WOMEN'S HEALTH, EGYPT AND SUDAN, PFIZER | TODD HORICH VP OF MARKETING, SUPERINUS PHARMACEUTICALS |
| ASHLEY KALINAUSKAS CO-FOUNDER AND CEO, TORIGEN PHARMACEUTICALS | MICHAEL K. LYONS US CUSTOMER STRATEGY, IMMUNO-ONCOLOGY, ASTRAZENECA |
| JOSHUA OFMAN SENIOR VICE PRESIDENT, GLOBAL VALUE, ACCESS AND POLICY, AMGEN | COREY PADOVANO SENIOR DIRECTOR OF MARKETING OPERATIONS, GILEAD SCIENCES |
| MARK RUS GROUP VP - HEAD OF US NEUROSCIENCE, SHIRE | RICHARD SCRANTON CHIEF SCIENTIFIC OFFICER, PACIRA PHARMACEUTICALS |
| YARON WERBER CHIEF BUSINESS AND FINANCIAL OFFICER, SECRETARY, AND TREASURER, OVID THERAPEUTICS | |

Pass the buck



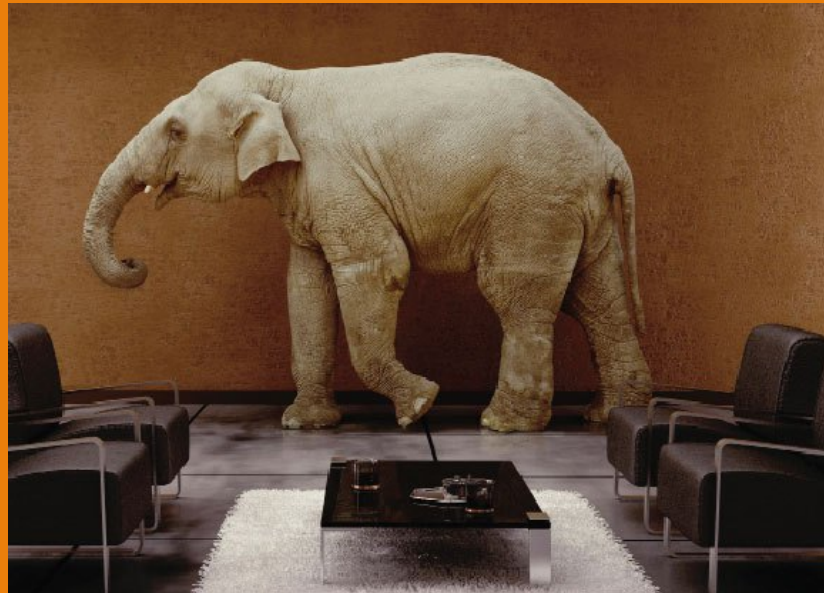
“Is it okay to take one that’s expired?”



So now we know
what's in it for them.



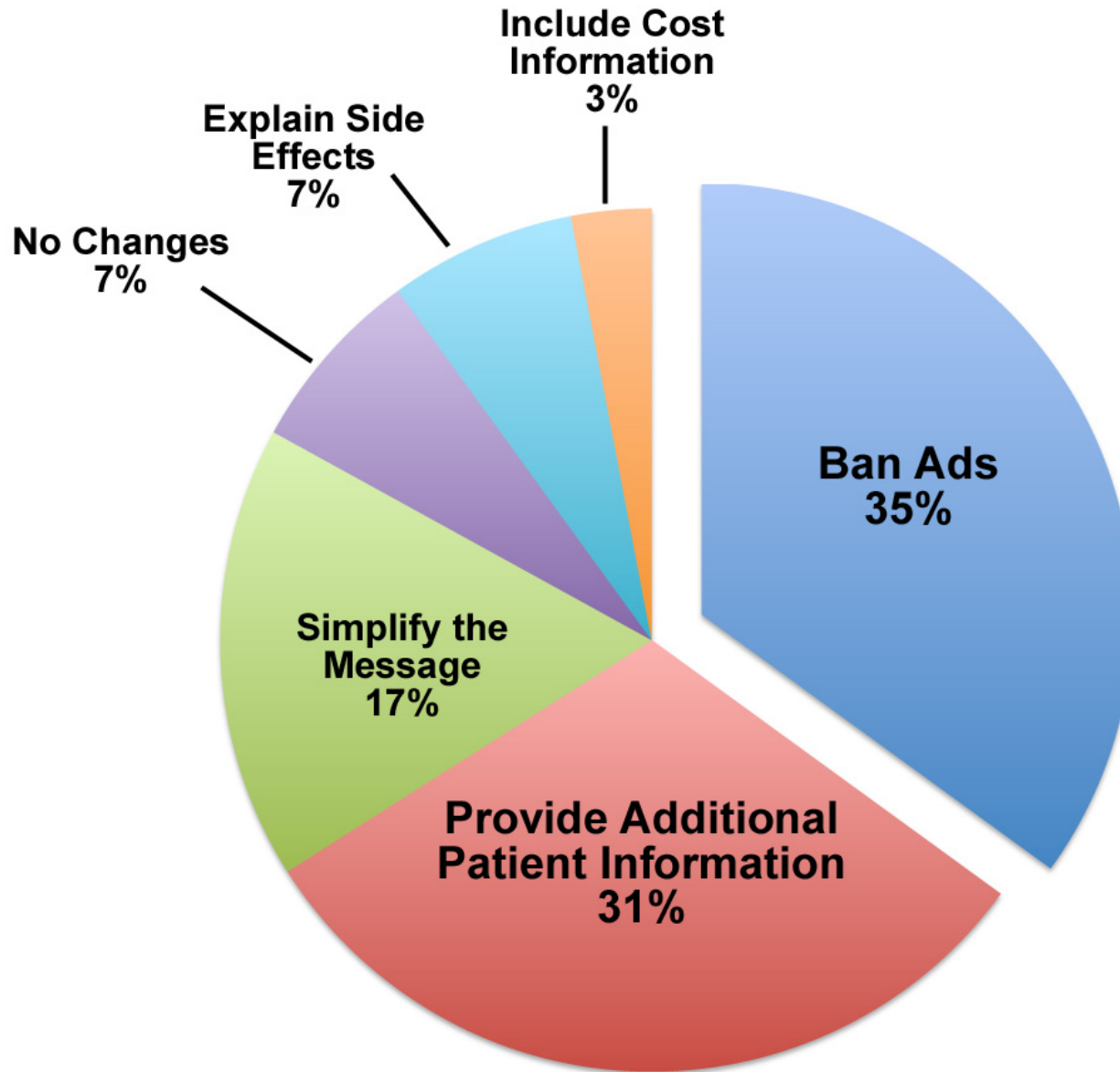
If we take these medications...?



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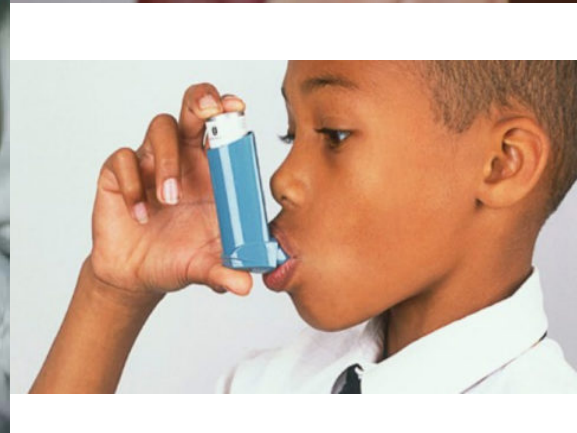
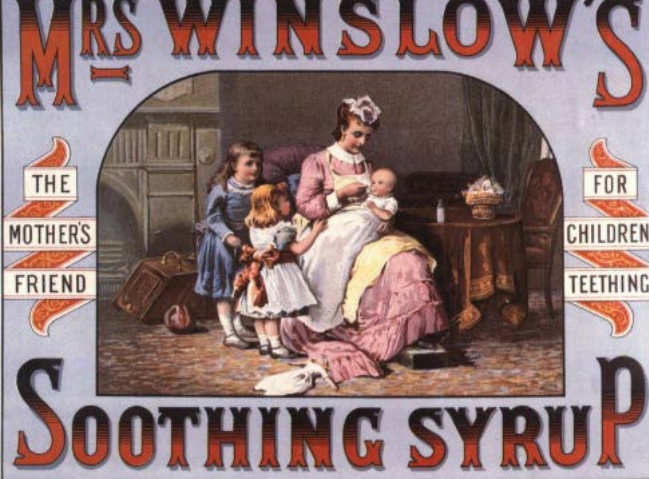
What Would Physicians Change in DTCA Campaigns?



Source of data: InCrowd 2016 "microsurvey" survey of physicians.



“Ask for (insert drug name here) by name”





Educate the public



Prescription Drug Ads

- Prior to 1980s
- Direct-to-consumer (DTC)
- Under authority of FDA
- Fed. Food, Drug and Cosmetic (07)
- Print
- Broadcast



Product claim ad

- Accurate/not misleading
- Generic and Trade name
- At least 1 FDA approved treatment
- Substantial evidence/ clinical experience
- “By prescription only”



Product claim ad

- Fair balance of benefits/risks
- Person in ad ~age range
- Major statement (audio)
- Ask your doctor if ... is right for you
- May provide further sources
 - 800#
 - websites

These medications are the answer!!



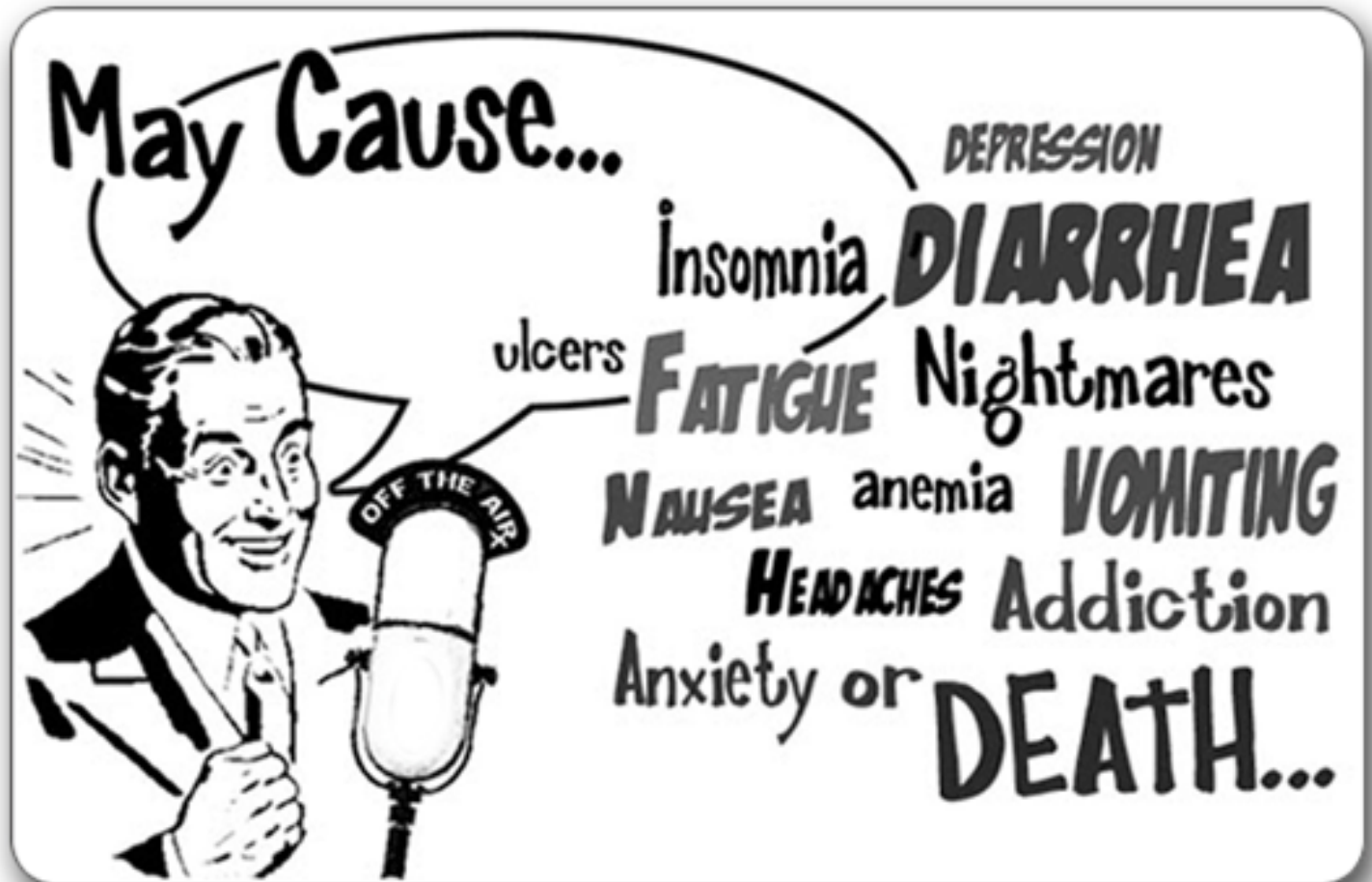
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These medications are the answer??



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Ask questions!



Questions to ask

- What is the medication?
- Generic version?
- How does it work?
- What are the pros & cons?
- Taken with/without food?
- Side effects?
- Untoward effect?
- OD
- Active ingredients/fillers?





- Does it make other meds stronger? (Potentiate)
- Do the medications get stronger together with other meds? (Synergy)
- Does it act as an agonist or an antagonist?
- Interaction – meds/foods/med conditions?
- What are the black box warnings?
- Lawsuits?
- Research?

So many choices

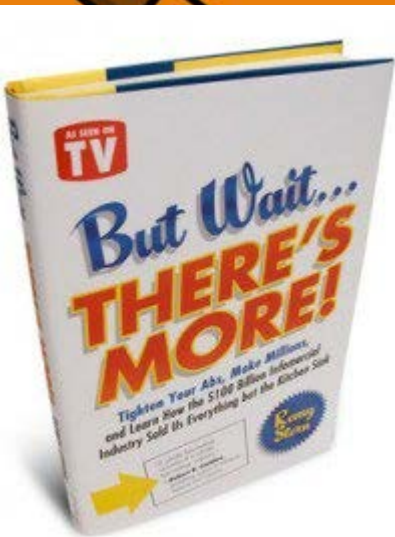
**THIS MEDICINE WILL MAKE YOU
BETTER.**



**OR KILL YOU. WE JUST DON'T
KNOW.**

memegenerator.net

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What I can suggest is...

- Be smart and up-to-date
- Know the meds
- Talk to the doc
- Ask pros/cons
- Check for lawsuits
- 5/6 Rights
- Spot problems early
- Don't be tempted...
- Just cause its on TV...



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Questions?



<http://bestanimations.com/Science/Biology/Drugs/Drugs.html>

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