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

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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?
ICARE
Integrity • Compassion • Accountability • Respect • Excellence

http://icarevalues.org/

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SAMPLE

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

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

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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

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Critical thinking
The financial relationship between big pharma, hospitals and docs
Pharmaceutical companies PAY physicians to prescribe their medication
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 medications more expensively and less according to accepted guidelines. No Advertising Please encourages doctors to avoid using drug representatives as their “educational” resource, by pledging not to see drug reps at their practice for one year.

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2015
Top paid physician
$600,000
Gilead Science, Inc.

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Ads on TV

https://thefisheriesblog.com/2013/02/25/bold-hungry-anti-social-but-anxiety-free-fish/
Who are these ads for?

https://thefisheriesblog.com/2013/02/25/bold-hungry-anti-social-but-anxiety-free-fish/
To “educate” the public?
Financial Aspects

- 62% (2012)
Financial Aspects

• 6.4 Billion

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Financial Aspects

• 2012 (12th largest)
• 2016 (6th)
Direct-to-consumer ads pay

16 100m 1 16m 19:1

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These ads cost $
Pass the buck

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“Is it okay to take one that's expired?”
So now we know what’s in it for them.
If we take these medications...?
What Would Physicians Change in DTCA Campaigns?

- Ban Ads: 35%
- Provide Additional Patient Information: 31%
- Simplify the Message: 17%
- No Changes: 7%
- Explain Side Effects: 7%
- Include Cost Information: 3%

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

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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

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diabetes

metabolic disease

high blood sugar

pancreas

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https://www.fda.gov/Drugs/ResourcesForYou/Consumers/PaginationDrugAdvertising/ucm072077.htm
These medications are the answer!!
These medications are the answer??
Ask questions!

May Cause...

- Depression
- Insomnia
- Diarrhea
- Ulcers
- Fatigue
- Nightmares
- Anemia
- Nausea
- Vomiting
- Headaches
- Addiction
- Anxiety or Death...

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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?

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• 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.
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…
Questions?


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