

Shivani Shah¹, Diana Destin¹, Kristina Vishnevetskaya¹, Pharm.D. Candidates 2017, Michael Toscani, Pharm.D.², Ernest Mario School of Pharmacy, Rutgers, The State University of New Jersey¹; Rutgers Institute of Pharmaceutical Industry Fellowships²

Background

Direct-to-consumer (DTC) advertising has remained a mainstay of healthcare marketing. DTC offers pharmaceutical companies the opportunity to communicate key insights about a medical product or service to a large target audience. Through DTC, these companies can increase awareness about medical products or services while driving a change in consumers' behavior. In 2015, pharmaceutical companies spent over 5 billion dollars on advertising.¹

Approximately three-fourths of the 5 billion dollars was spent on advertising through television, while the remainder was spent on other sources such as print and radio.¹ Television DTC advertising is brief (usually 1 minute or shorter) and precludes presentation of detailed information about treatments. Viewers are directed to find out more from external sources (print ads, website, etc). In an FDA survey, 43% of respondents indicated they had seen a drug ad that was personally relevant in the past year and reported talking about information in the ad with their physicians; 29% reported they were prescribed the medication in the ad. Though television advertising poses a high risk to companies, it also offers high impact.²

Consumer-driven therapeutic areas such as cardiology, neurology, and urology dominate television DTC advertising.³ However, oncology is a fairly new addition to the DTC landscape. Oncology treatments are often associated with higher risks for patients and prescribing decisions are heavily physician-driven and complex.² Direct-to-consumer advertising remains a controversial form of medical communication, but may potentially be beneficial for certain classes of drugs, included oncology medications.⁴

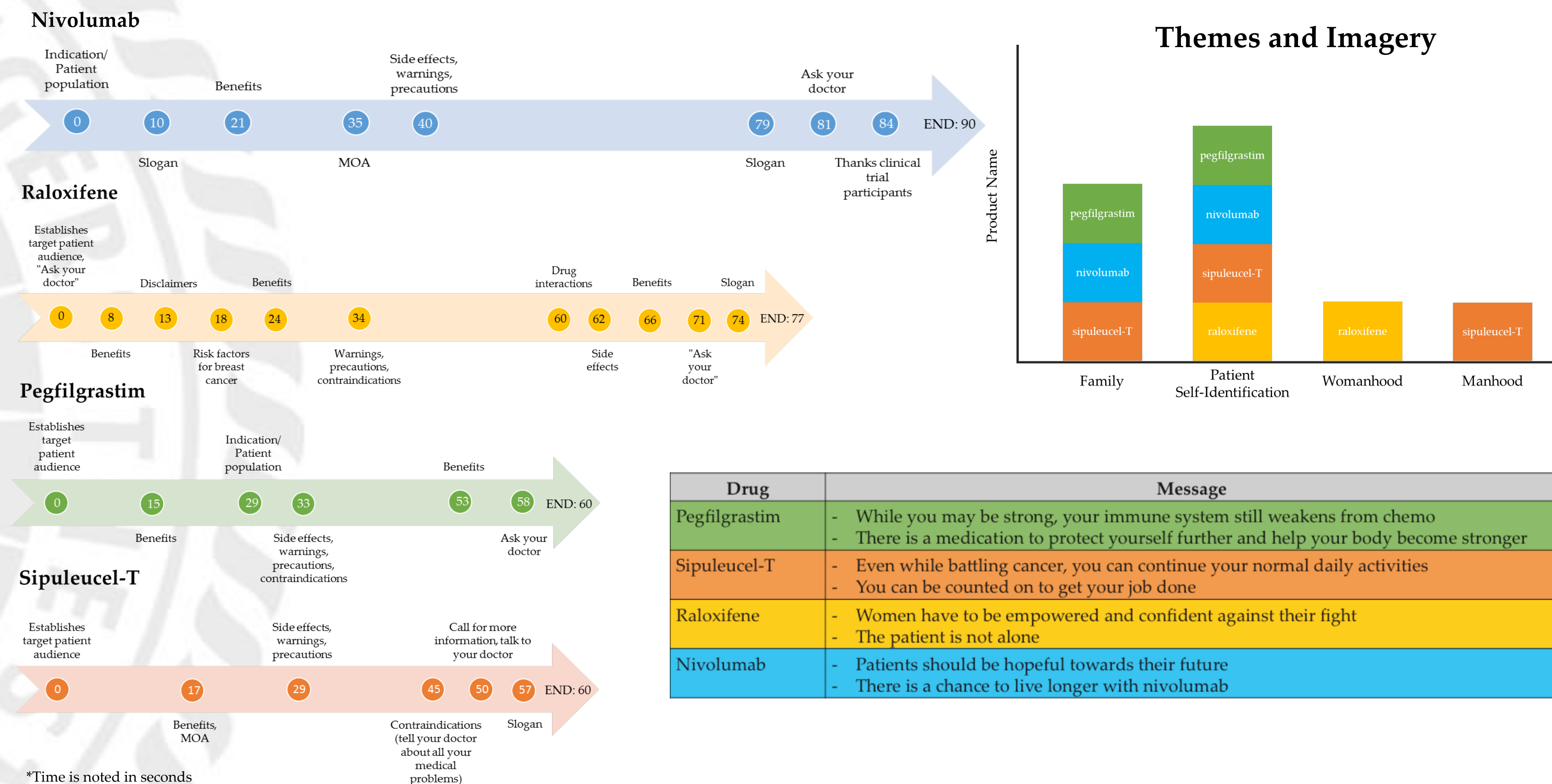
Objective

- ❖ To evaluate four oncology direct-to-consumer advertising commercials observed after 2010
- ❖ To determine the tactics and timelines utilized to communicate drug information to a specific patient population

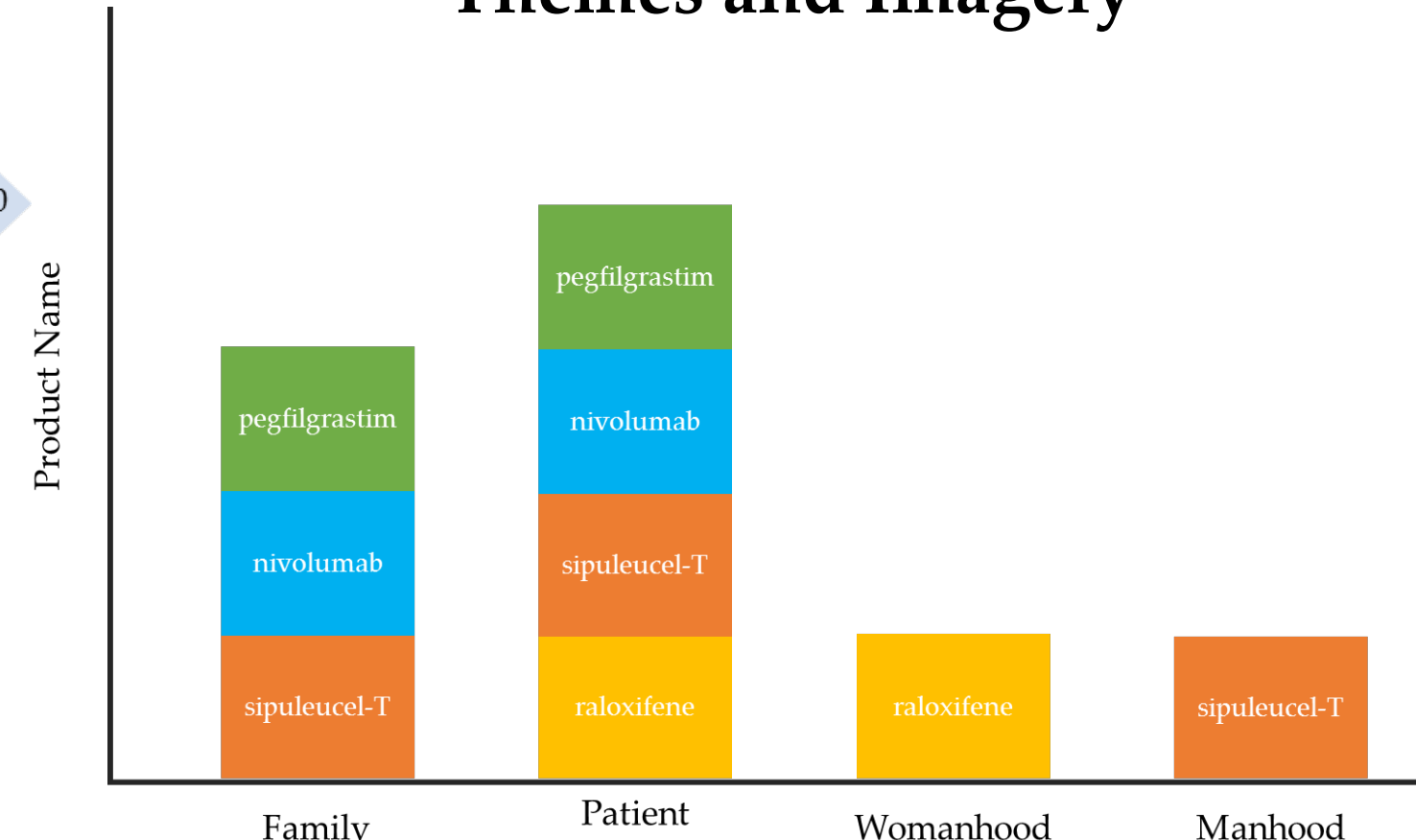
Methods

- ❖ Four oncology commercials for pegfilgrastim, raloxifene, nivolumab, and sipuleucel-T were analyzed through time sequencing.
- ❖ Various aspects including average length and analysis of the following components were noted:
 - Indication
 - Benefits, MOA
 - Adverse effects, warnings and precautions, contraindications
 - Messaging, marketing, and communication strategy

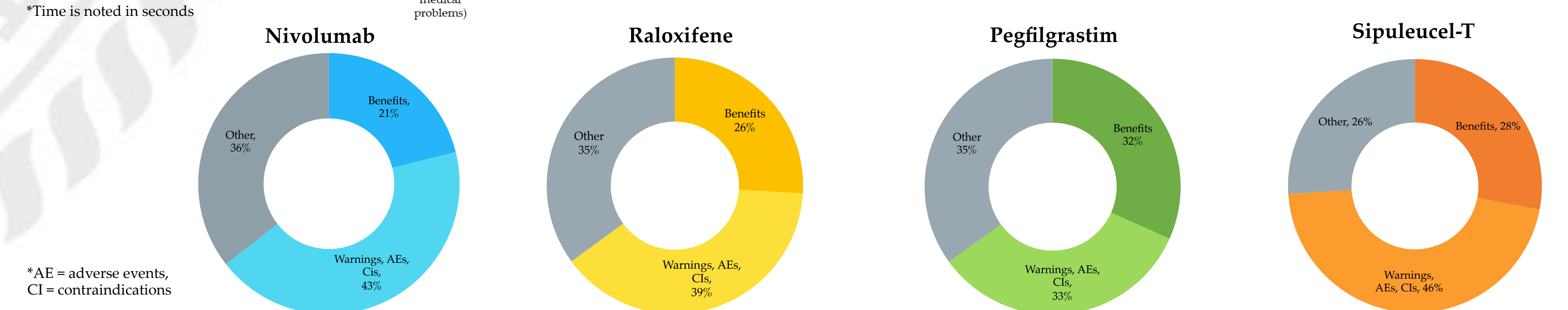
Results



Themes and Imagery



Drug	Message
Pegfilgrastim	- While you may be strong, your immune system still weakens from chemo - There is a medication to protect yourself further and help your body become stronger
Sipuleucel-T	- Even while battling cancer, you can continue your normal daily activities - You can be counted on to get your job done
Raloxifene	- Women have to be empowered and confident against their fight - The patient is not alone
Nivolumab	- Patients should be hopeful towards their future - There is a chance to live longer with nivolumab



Discussion

All the commercials were similar in structure and general timeline of the information presented but differed in imagery and message based on target population.

- ❖ Overarching theme for the majority of commercials focused on family and continuing the patients' daily activities besides raloxifene.
- ❖ All imagery in the commercials resonated with the target audience.
- ❖ The commercials ranged from 60-90 seconds in length.
 - Adverse events and warnings were heavily emphasized as they were the lengthiest portion, accounting for 15-30 seconds and a total average of 40% of the duration of the commercial.
 - Potential benefits took up an average of 27% of each commercial and patient recommendations to ask their physician about the product accounted for approximately 8% of each commercial or 3-6 seconds.
 - Sipuleucel-T and raloxifene both have slogans at the end of their commercials while pegfilgrastim and nivolumab do not.

Limitations

- ❖ Access to proprietary information limited by companies
 - Unable to determine if increases in dollars spent on DTC advertising for oncology medications correlated with increases in prescriptions or revenue of said medications.
- ❖ Small sample size of oncology commercials
- ❖ Subjective interpretation of imagery and message presented in commercials.

Conclusions

- ❖ While DTC television marketing of oncology products is rare, the commercials analyzed in this study were effective in driving change and educating patients about their conditions and/or treatment options.
 - This existed even though the lengthiest portions of the commercials talked about risks that included adverse events and warnings.
- ❖ All the commercials focused on facilitating dialogue between patients and their healthcare provider to talk about the possible benefit a specific drug could have for the patient.
- ❖ In the end, the goal was to increase the market share of these products by educating patients and encouraging them to talk to their oncologists.

Disclosures

Authors of this presentation have the following to disclose concerning possible financial or personal relationships with commercial entities that may have a direct or indirect interest in the subject matter of this presentation.

Shivani Shah: Nothing to disclose
Diana Destin: Nothing to disclose
Kristina Vishnevetskaya: Nothing to disclose
Michael Toscani: Nothing to disclose

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