



# Prescription Drug Disclosures

Louis A. Morris, Ph.D.  
FTC-NAD Disclosure Workshop  
May 22, 2001

# Rx Drugs Advertising

- DTC Promotion at \$ 2 billion/year
- \$ 488 million/year on prime/network TV
  - Spending up 26% from last year
  - Category ranks 5<sup>th</sup>
    - After cars/trucks and restaurants
    - Before credit cards and soft drinks
- Rx Sales rose 15%, to \$145 billion

# Broadcast Ad Disclosures

- General Requirement - Brief Summary
  - Statement of major risks and side effects
  - Adequate provision for dissemination of prescribing information

# Risk Communication

- Major statement
  - Content determined by “Fair Balance”
    - based on product label
  - Integrated into Ad: audio or audio/visual
  - Prominence and readability
    - Size, contrast, distractions

# Dissemination Outlets

- Additional Information Available
  - Toll-free telephone number
  - Concurrently running print ad (magazine reference)
  - Web address
  - Ask doctor (HCP) for information

# Graded Disclosures

- Fair Balance

- Overall presentation of risks and benefits
- Sufficient contextual Information
- Supers can augment but not make misleading information nonmisleading

- Dissemination Outlets

- Notification sufficient (can use supers)

# Ambien Video

The background is a solid dark blue color. It features several thin, light blue lines that intersect at various angles, creating a geometric pattern. The lines are of varying lengths and orientations, some crossing each other to form small triangles and other shapes. The overall effect is a dynamic, abstract composition.

# Meridia Video

The image features a dark blue background with several light blue diagonal lines crisscrossing across it. A thin yellow horizontal line is positioned near the bottom edge of the frame. The text 'Meridia Video' is centered in the upper half of the image in a yellow, sans-serif font.