

THE BAD AD PROGRAM



REPORT FALSE OR MISLEADING PRESCRIPTION DRUG PROMOTION

IN 2021

\$23.5 BILLION

WAS SPENT ON PROMOTING **PRESCRIPTION DRUGS.**¹

IN 2021, OVER 4 BILLION DOLLARS WAS SPENT ON THE TOP 10 DRUGS ALONE.¹

- THAT IS ~\$11.7 MILLION EACH DAY.¹



THE TARGET OF THESE ADS IS PRIMARILY **HEALTHCARE PROVIDERS.**¹

- **HEALTHCARE PROVIDERS 72%**
- **CONSUMERS 28%**

WHILE PRESCRIPTION DRUG PROMOTION CAN PROVIDE YOU WITH VALUABLE INFORMATION, IT'S IMPORTANT

- ✓ TO BE **TRUTHFUL**
- ✗ AND **NOT MISLEADING**



COMMON VIOLATIONS



MISREPRESENT DATA FROM STUDIES



MAKE CLAIMS THAT ARE NOT APPROPRIATELY SUPPORTED



OVERSTATE THE DRUG'S BENEFITS



OMIT OR DOWNPLAY RISK INFORMATION

1. Data provided by AnswerSuite, Promotional Answers and Kantar Media. 2022.

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