

Rodale's
DTC 2009

12th YEAR



Prevention
Men'sHealth
Women'sHealth

DTC Landscape

- DTC spending decreased 18% in 2008
- DTC ad expenditures expected to decline in 2009
- No ED ads until 10pm
- The Recession
- More powerful Henry Waxman
- Do DTC ads work?



Prescription Drug Usage Fell in 2008

- **Decline was the first in a decade (not the economy)**
 - Fewer new drugs
 - Former blockbusters (Zyrtec) moved to OTC
 - Other drugs faced safety issues which decreased use

But...

- **Total drug spending grew 3.3%**
 - **“Specialty drugs” which treat chronic illness rose 16%**
 - **Average price of brand name drugs rose 8%**

Today's Presentation

- **DTC attitudes** – what effects from the economy?
- **Long-term tracking of DTC**
- **Online**
 - Read blogs / Wikipedia for health info
 - Watch videos
 - Doctor reactions to patient searches
- **Future transparency** – more detailed reporting of risk info
- **In office information** – brochures, wallboards



2009
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Patients Today

Less Deferential Patients

% who say they ever did any of the following...

Questioned a specific type of
treatment your doctor recommended

42%

Requested a different medicine due
to an adverse reaction

37%

Didn't fill a written prescription

35%



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Brands Vs. Generics

1.25 times more likely to ask for a generic

% who say they ever did any of the following...

52%

Requested a generic or less expensive version of a prescribed medicine

23%

Requested a specific brand, and not the generic version, of a prescribed medicine

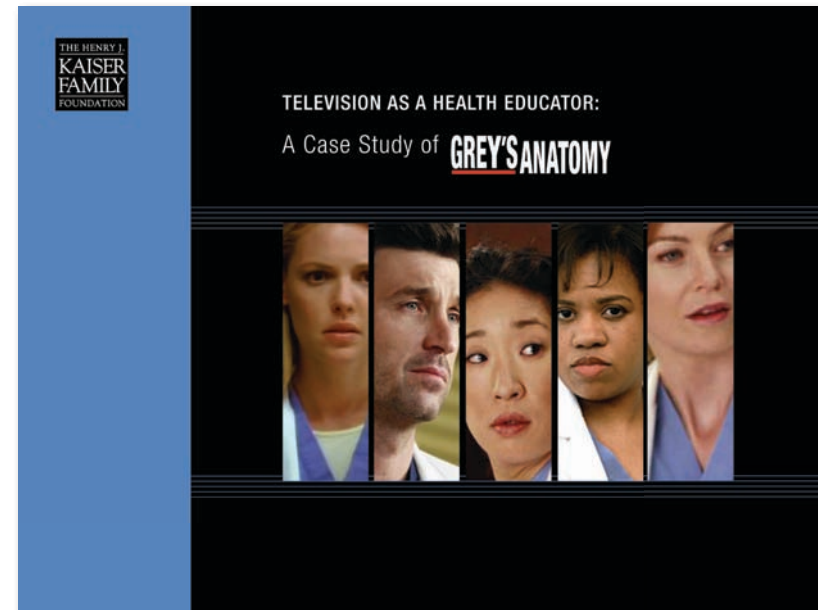
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45% Said They Learned Something New About Health

Show Theme

HIV positive pregnant woman—with proper treatment she has a 98% chance of having a healthy baby

One week after the show 61% correctly answered



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Discuss Online Info With Doctor

Tension Theme

37% *have discussed medical information they found online with their doctor*

DOCTOR REACTIONS

- *57% said it was positive*
- *7% said it was negative*
- *33% said it was neutral (it did not help or hurt)*

Boomers 46% / 12% / 40%



Based on those who go online for medical information

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A woman with long dark hair, wearing a white tank top, is sitting at a wooden dining table. She is smiling and looking down at a newspaper she is holding. On the table in front of her are a glass of red liquid, a white pill bottle, and some papers. The background shows a large window with a view of a house and trees. A blue banner with white text is overlaid on the image.

Current Issues

How Consumers Reduce Their Medical Expenses

% who say they have done the following in the past 12 months

Switched to a generic prescription or OTC medicine	<i>32</i>
Canceled or delayed a Doctor's appointment	<i>27</i>
Switched to a Doctor or pharmacy that take your insurance	<i>20</i>
Sought assistance in getting prescription meds at a lower cost	<i>18</i>
Stopped taking a prescription medicine	<i>16</i>
Skipped doses or cut pills in half	<i>15</i>
Switched to a less expensive health insurance plan	<i>12</i>



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DTC Actions Taken

Seeking Prescription Drug Information Falls

% who say seeing/hearing an ad for a prescription medicine ever caused them to...



CAREGIVER OR GATEKEEPER

Additional info about a prescription medicine a family member or friend is taking

6 points – (33%)



CURRENT USER

Additional info on a prescription medicine you are taking

7 points – (30%)



CONDITION

Look for info about the condition the medicine treats

5 points – (29%)

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Pharma News Stories

Split attention from consumers

% who say they have been following recent news stories about pharmaceutical companies

	2008	2009
Not Following	56%	61%
Following	42%	38%

Dr Jarvic
Efficacy issues

AZ:Seroquel
Merck buys Schering
Plough



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Favorable Toward Pharmaceutical Companies

	2008	2009
Favorable	<i>56%</i>	<i>58%</i>
Un-Favorable	<i>33%</i>	<i>29%</i>
Don't Know	<i>11%</i>	<i>13%</i>

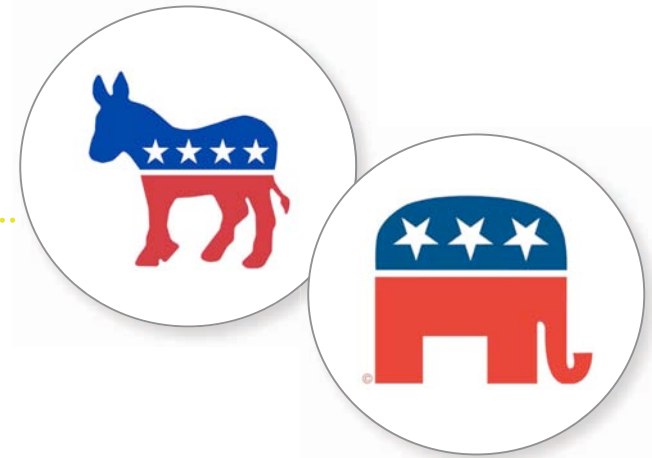
“The key to being a good manager is keeping the people who hate me away from those who are still undecided.”

Casey Stengle

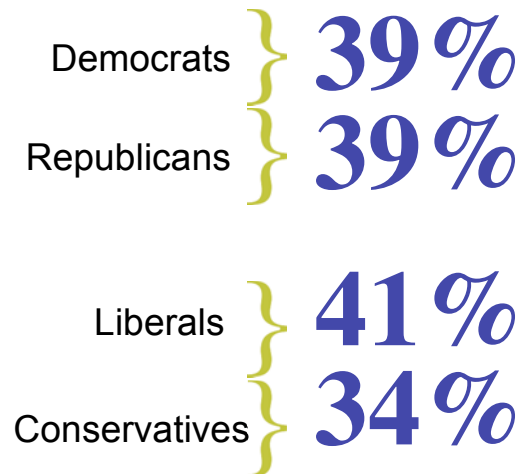
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Political

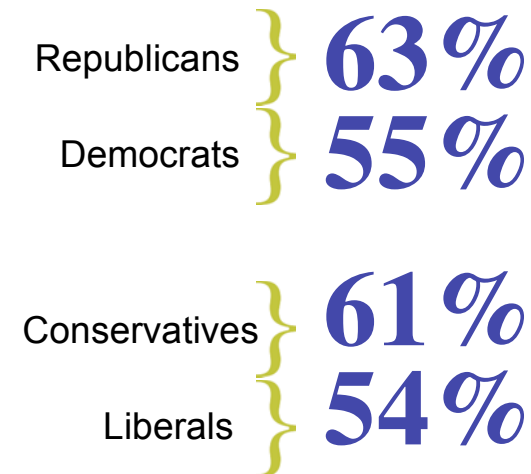
Party & Ideology



Follow Pharma news stories...



Favorable to Pharma companies...



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The image features three orange plastic pill bottles with white caps, arranged on a surface covered with a newspaper. The bottles are slightly out of focus, with the central one being the most prominent. A dark blue horizontal banner is overlaid across the middle of the image, containing the text 'Tracking Data' in a white, italicized serif font. The newspaper background is filled with small, illegible text, creating a textured, data-like appearance.

Tracking Data

What's Changed?

	1997	2009
Median age	34.9	36.7 years
Health excellent/very good	58%	45%
Taking any prescription medicine	47%*	55
Seen ads for a prescription medicine you are now taking	37%*	50%
Have insurance (U.S. Census)	86%	84%**



**Internet Surpasses Doctors as the Top Source of Health Information
Manhattan Research 2008**

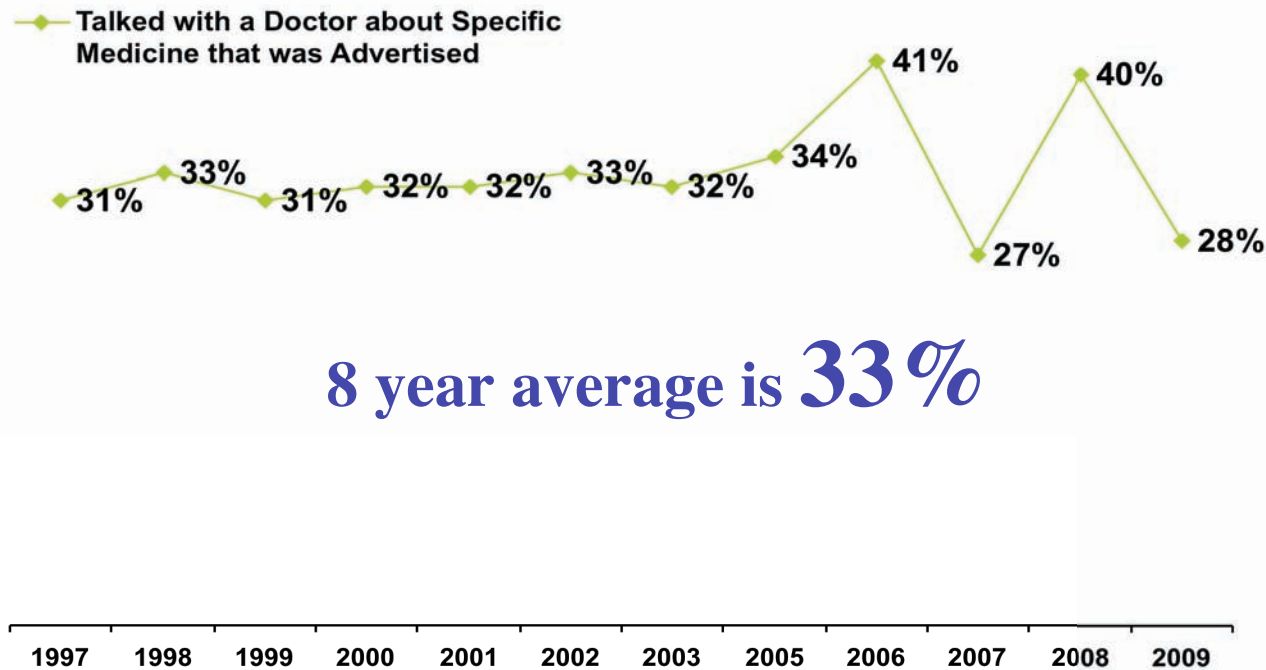
*1998

** 2006

**2009
DTC STUDY**

On Average, 1/3 Of People Who See Any DTC Ads Talk About Meds With Doctors

Based on % who say they have talked with a doctor about the specific medicine they saw or heard advertised

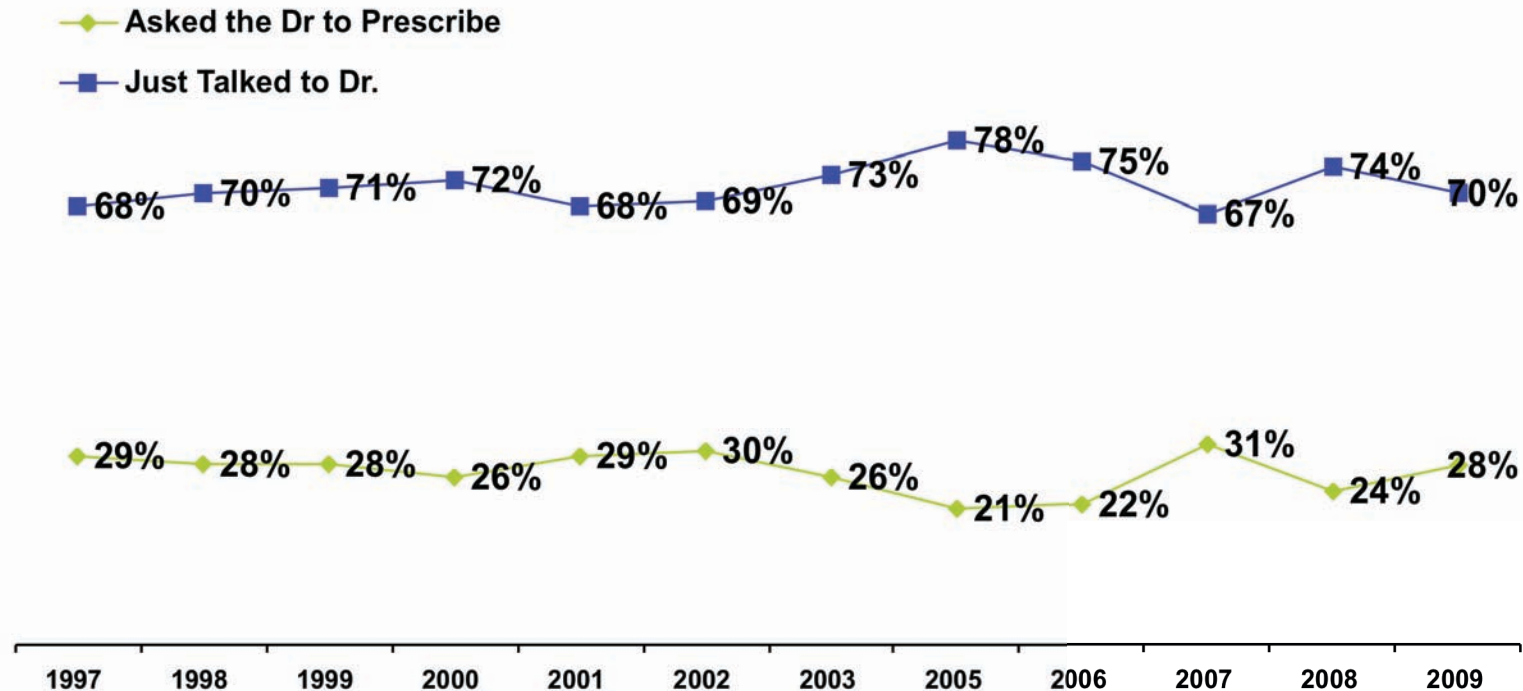


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Ask To Prescribe Vs. Just Talk With Doctor

Majority Experience Is Just To Talk

Based on % who say they have talked with a doctor as a result of seeing a DTC ad



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In The Doctors Office...

5-year Average

73%

Just talked about the medicine

52.9 million



25%

Received the prescription for the advertised medicine

13.4 million

25%

Asked the doctor to prescribe

18.1 million



76%

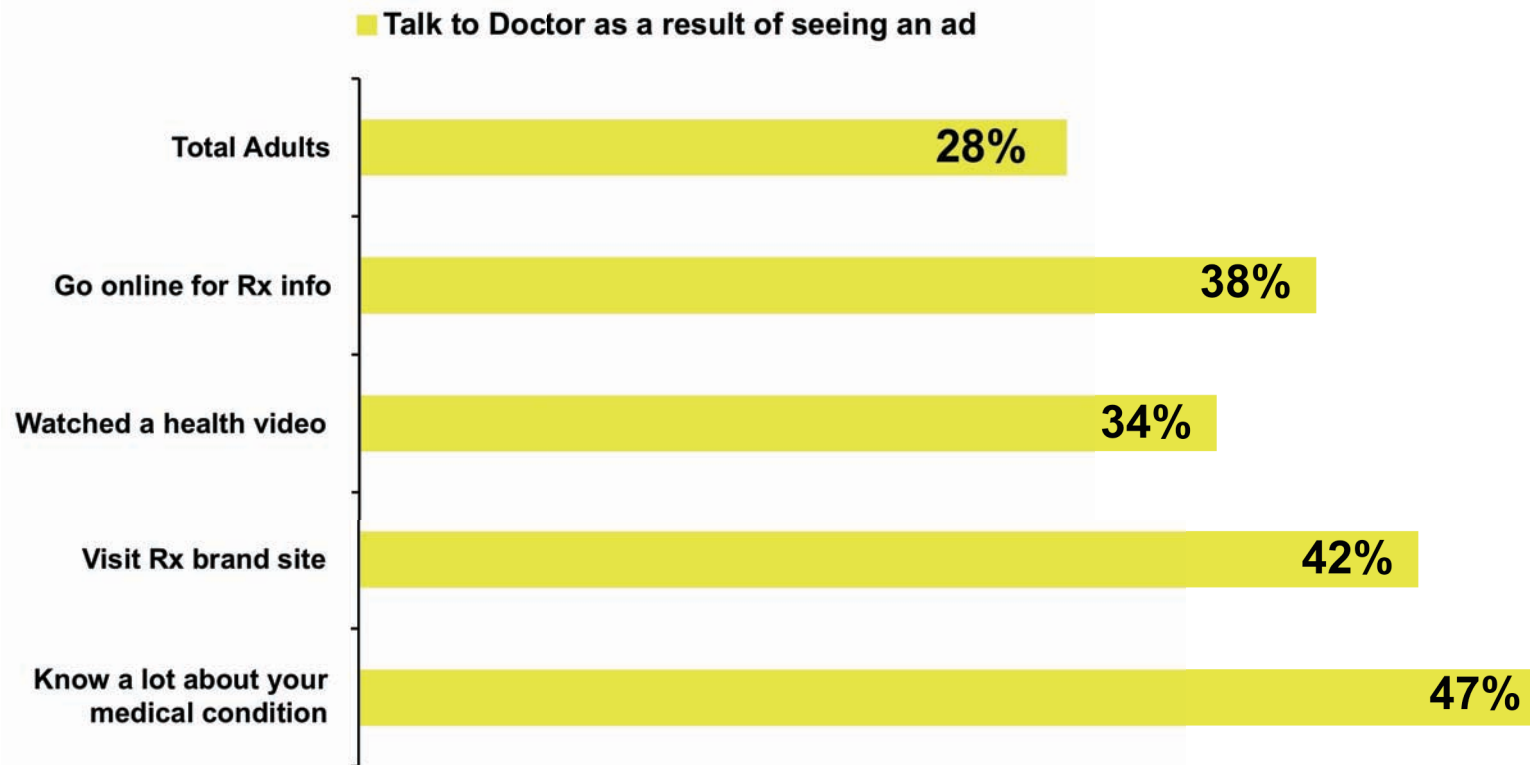
Received the prescription for the advertised medicine

13.9 million

Based on % of people who talked with their doctor about an advertised medicine.
Average based on 2005, 2006, 2007, 2008, 2009 data.

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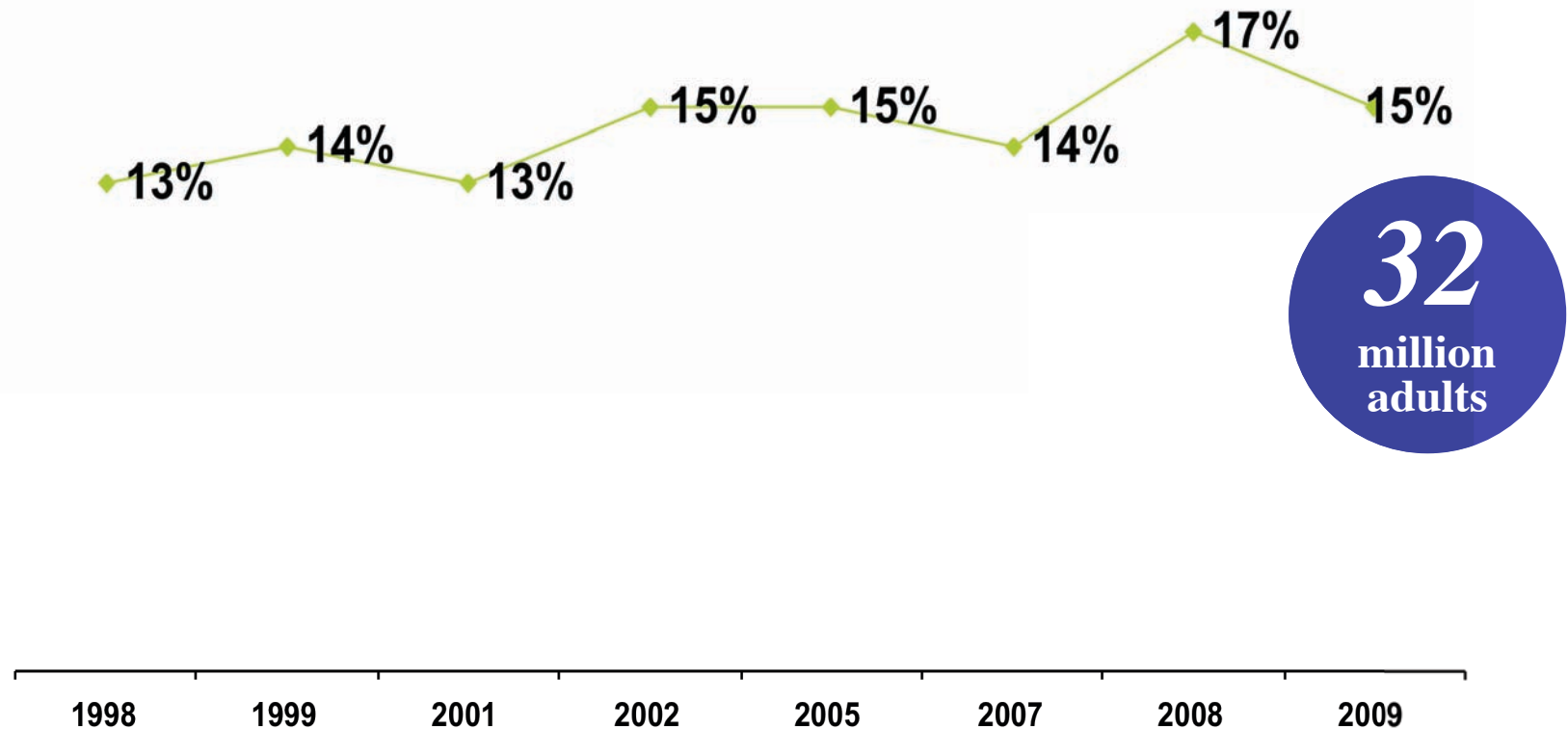
Online Searching Drives More People To The Doctor



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DTC Stimulates New Patient Discussions

% who say, as a result of seeing a DTC ad, they talked with a Doctor about a medical condition they had not talked to a Doctor about before



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DTC Attitudes

The Positives

% who say they agree/disagree about prescription medicine ads

	2008	2009
Ads tell people about new treatments	78%	79%
Ads alert people to symptoms that are related to a medical condition	77%	78%
Ads allow people to be more involved in their health care	74%	76%

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DTC Attitudes

Mixed Reviews

% who say they agree/disagree about ads for prescription medicines

	2008	2009
Ads are done responsibly	56%	58%
Ads cause tension between Patient/Dr.	44%	44%
Govt. regulations allow only the safest Medicines to be advertised	40%	41%

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Risk & Benefit Info In Ads

Magazine DTC Ads

Magazine DTC Spending Decreased By 18% In 2008

BENEFITS

48% aware

(down 6 points from 2008)

60% pay some/a lot of attention

(down 3 points from 2008)

*69% say info was somewhat/
very useful*

(down 6 points from 2008)

RISK

44% aware

(down 7 points from 2008)

64% pay some/a lot of attention

(down 1 point from 2008)

*75% say info was somewhat/
very useful*

(down 1 point from 2008)

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TV DTC Ads

TV DTC Spending Flat In 2008

BENEFITS

72% aware
(up 5 point from 2008)

63% pay some/a lot of attention
(up 3 points from 2008)

*70% say info was somewhat/
very useful*
(up 1 point from 2008)

RISK

82% aware
(up 2 points from 2008)

73% pay some/a lot of attention
(no change from 2008)

*78% say info was somewhat/
very useful*
(down 2 points from 2008)

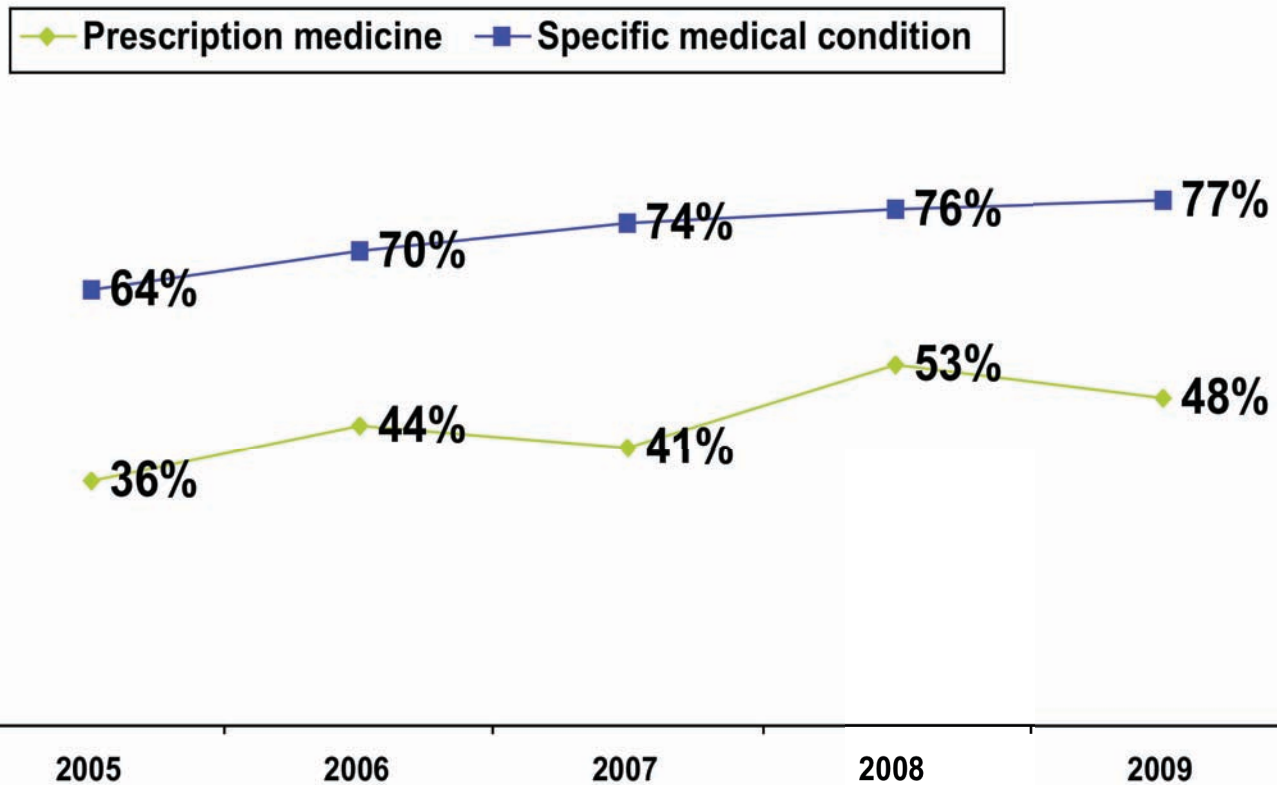
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Online

Look Online For Information

% who say they looked online for information on...



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Online Information Seeking

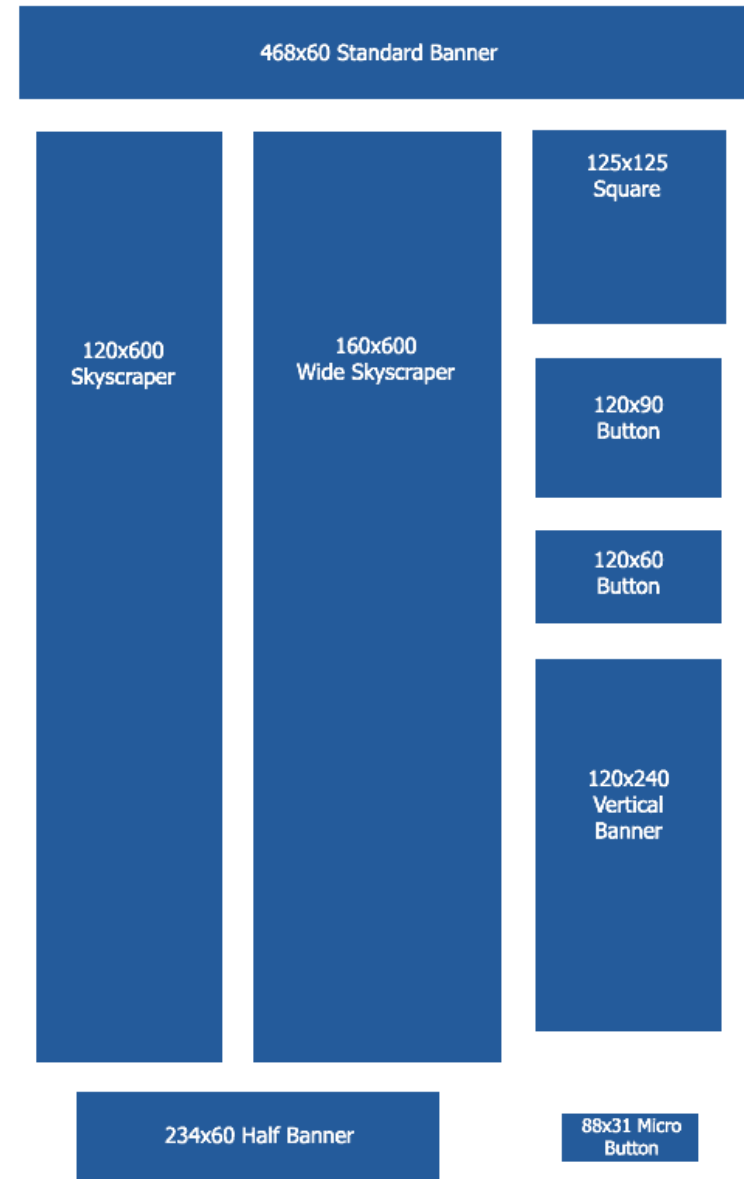
INFORMATION SEEKING	2005	2009	PT. DIFF
Benefits about the medicine	<i>69%</i>	<i>82%</i>	<i>+13</i>
Serious risks	<i>81%</i>	<i>86%</i>	<i>+ 5</i>
Non-serious side effects	<i>65%</i>	<i>68%</i>	<i>+ 3</i>
Medicines effectiveness compared to other medicines	<i>46%</i>	<i>60%</i>	<i>+14</i>
Interactions with other medicines	<i>57%</i>	<i>65%</i>	<i>+ 8</i>
How the medicine works	<i>70%*</i>	<i>81%</i>	<i>+11</i>
Who should not take the medicine	<i>47%*</i>	<i>57%</i>	<i>+10</i>

* 2006

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Online

- **10%*** have clicked on a banner ad for DTC
 - Same as in 2008
- **44%**** have visited the Web site of an advertised brand of medicine
 - Up 4 points from 2008

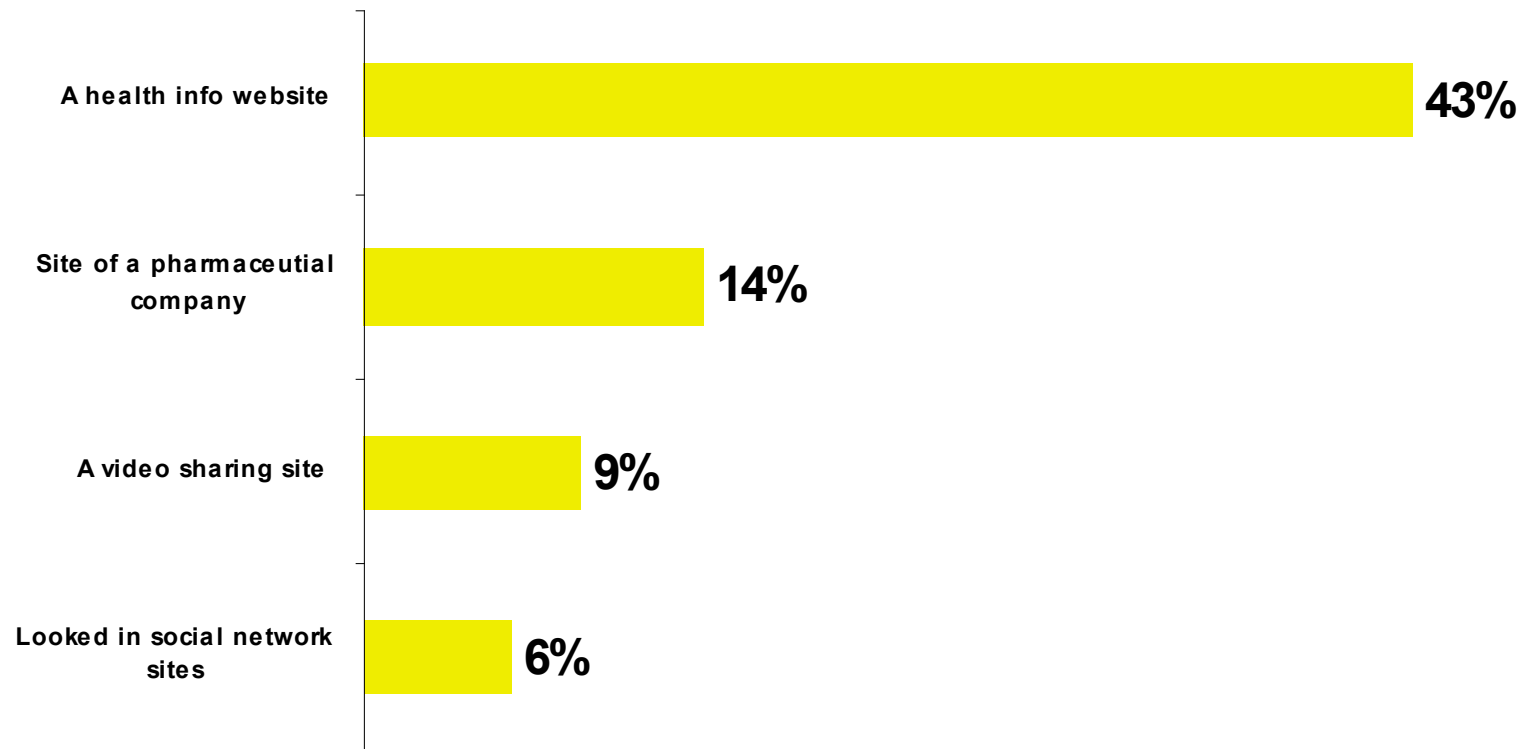


*Based on those who go online

**Based on those who go online for prescription medicine info

Watched A Health Video – 48%

Watched a video online about a medical condition or prescription medicine



Based on those who go online

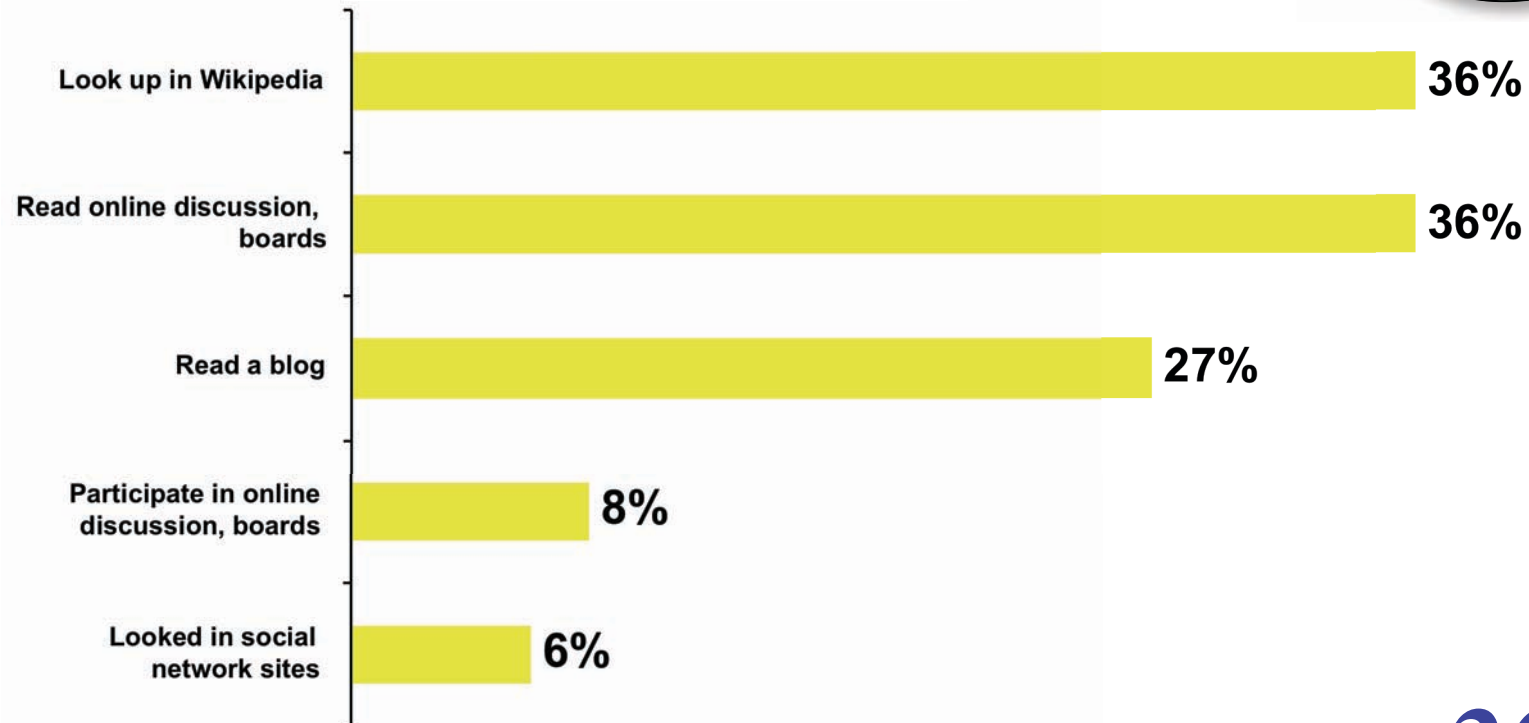
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Where Else?

55% look in user generated content sites



Looked for healthcare info



Based on those who go online

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The Online Net Net

For health info (specific conditions & prescription medicines)

77% look for info on a specific medical condition

48% look for info on prescription medicine

55% read blogs, Wikipedia, etc.

48% say they watched a health video

21% went to the site of a pharmaceutical brand

Based on those who go online

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Health & Healthcare WOM

A lot of talk...not so positive

weekly conversations	6.1	Rank 3rd
weekly brand mentions	2.3	Rank 7th
net advocacy	25%	Rank 14th



Who is your consumer and who is your crowd?

A person is smart. People are dumb, panicky dangerous animals and you know it.

Kay - Men in Black



Keller/Fay Talk Track 2008
Rank based on a total of 15 categories

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Future Transparency


Communicate more detail about the benefits and risks of medicine

- How many it has worked for
- Percent of risk

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Identify Four Conditions

People who have it and take a prescription medicine for it



	HAVE	TAKE RX
Arthritis	27%	31%
Heartburn/acid reflux	28%	44%
High cholesterol	25%	64%
Insomnia	20%	29%

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Want To Know

The percentage of patients the drug works for?

	MUST KNOW	NICE TO KNOW
Arthritis	43%	51%
Heartburn/acid reflux	34%	58%
High cholesterol	30%	62%
Insomnia	25%	64%

Based on have the condition and take a prescription medicine for it.

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Risk – Would Not Take The Medicine

The percentage for mild side effects

	1-5%	6-10%	11-19%	20%+
Arthritis	31%	20%	6%	24%
Heartburn/Acid Reflux	41%	16%	4%	21%
High Cholesterol	40%	14%	8%	23%
Insomnia	39%	10%	8%	30%

Based on have the condition and take a prescription medicine for it.

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Acceptable Risk Is In The Eye Of The Beholder

One study concluded – verbal descriptors (vs. written) increased the likelihood of overestimation of harm and may lead patients to make inappropriate decisions whether or not they take the medicine.

Comparison of two methods of presenting risk information to patients about the side effects of medicines – Knapp, Raynor, and Berry, *Quality and Safety in Healthcare* 2004

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Acceptable Risk Is In The Eye Of The Beholder

FICTITIOUS INFLUENZA VIRUS

(10% chance of dying vs. 5% chance of dying from the vaccine)

- 48% of respondents would take it themselves
- 57% would give it to their children
- 63% said if they were doctors they would prescribe it
- 73% said if they were the medical director of a hospital they would recommend it for all patients

Future Transparency

- Create a new paradigm for consumers about taking any medicine – branded or generic
- More information increases complexity about choice
 - Coping strategies
 - More deferential to doctor?
- Is this the next tension theme?



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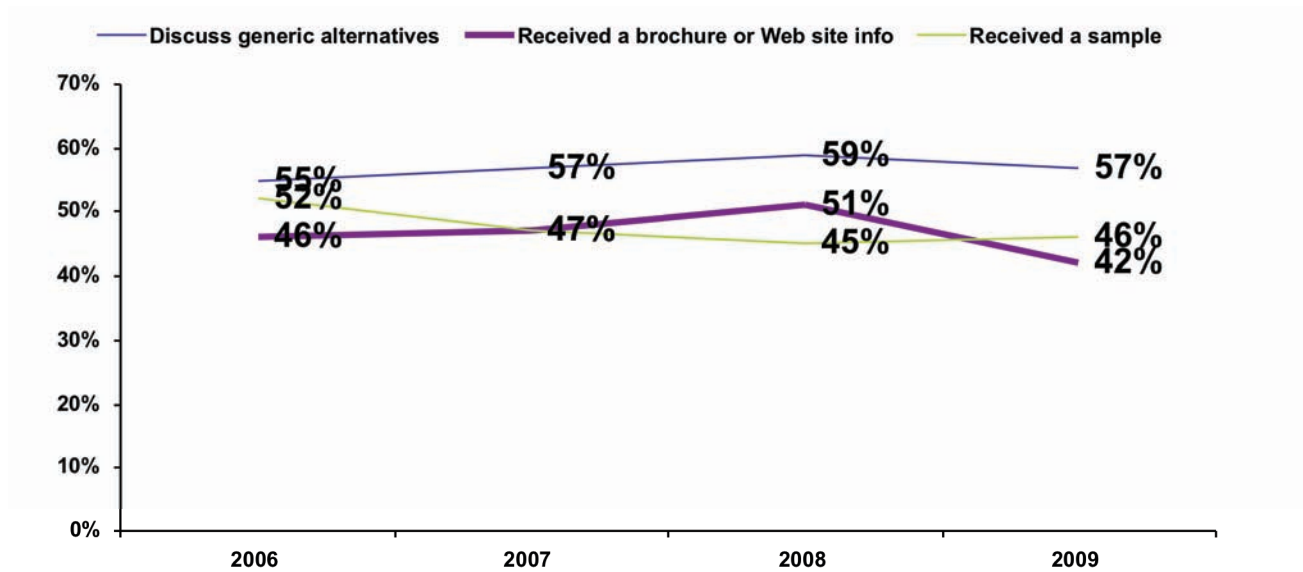
A photograph of a female doctor with dark hair and bangs, wearing a white lab coat over a light blue shirt. She is sitting at a desk, looking towards a patient whose blonde hair is visible in the foreground. The doctor has a slight smile and is holding a pen in her hands. The background shows a typical office setting with papers and a computer monitor.

In The Doctor's Office

Doctor Discussions

Generic – More info - Samples

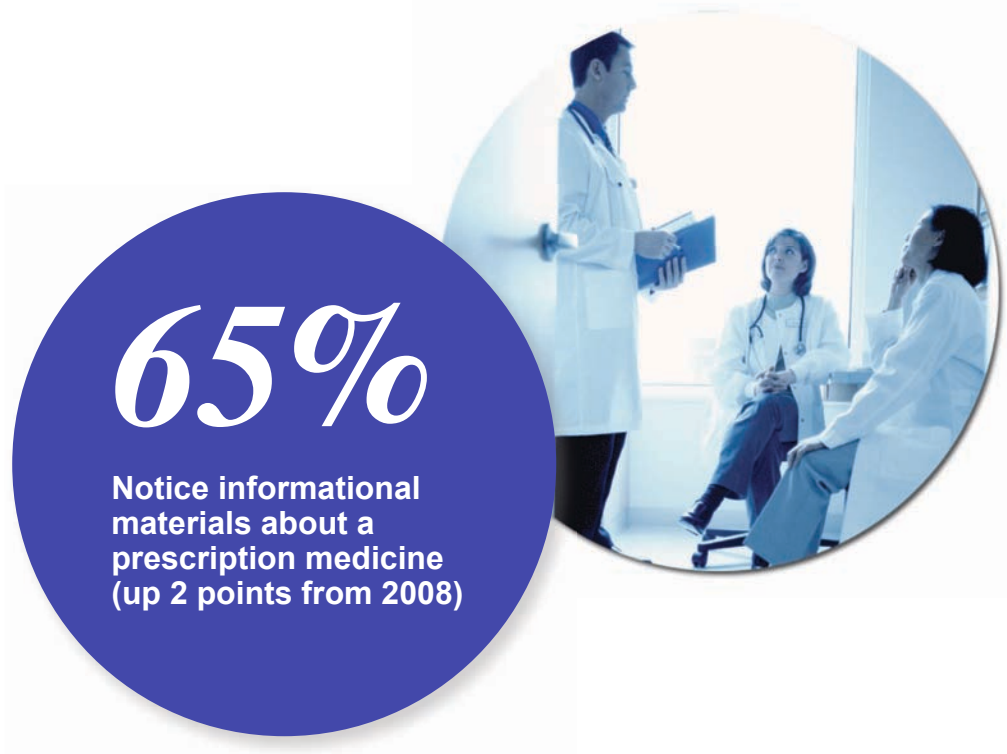
Based on seeing a DTC ad and talking with the Doctor



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In Office

Notice Posters, Brochures, Videos



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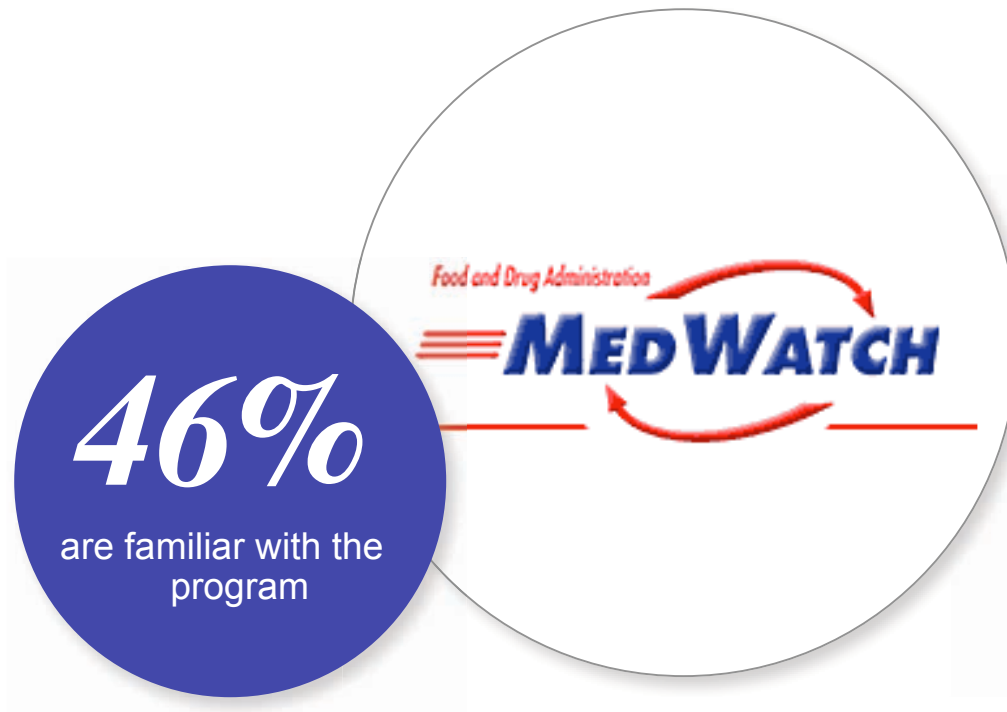
Actions Taken

	2008	2009
Read them in office or home	<i>75%</i>	<i>73%</i>
Talk to doctor about the condition	<i>47%</i>	<i>40%</i>
Talk to doctor about the medicine	<i>45%</i>	<i>38%</i>
Talk to friends and family	<i>35%</i>	<i>31%</i>
Go to the Web site (800 number)	<i>19%</i>	<i>16%</i>

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FDA Program

Awareness of MedWatch



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Conclusions

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Study Highlights

- **DTC attitudes** – no change
- **Economic effect on DTC**
 - Switch to generic – 32%
 - Fewer doctor visits – 27%
 - Less searching for prescription medicine info – 5 point drop
- DTC stimulates **32 million people to seek treatment for a medical condition** where they had no prior discussions with their doctor
- **Wiki counts!**
 - 55% of online health seekers look at sites with user generated content
- **Videos** – more likely to watch a health video on a health related site

For Marketers

- **Drive search**
 - Strong correlation with talking to a doctor
- **Increase your presence beyond your own site**
 - They do look at you and a lot of other sites
- **Future transparency...** important to connect health literacy with effects on decision-making.
 - Does more information make it harder or easier to choose?

Thank You

Cary Silvers

Director of Consumer Insights

Prevention

Men'sHealth

Women'sHealth

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