

# [References economics, volume 45(2), pp. 673-690.. fda,](https://assignbuster.com/references-economics-volume-452-pp-673-690-fda/)

[](https://assignbuster.com/)[Business](https://assignbuster.com/essay-subjects/business/), [Marketing](https://assignbuster.com/essay-subjects/business/marketing/)

References Bradford, W. A. K.

P. N. T. S. a. S.

O., 2002. Direct to Consumer Advertising and Cholesterol Lowering Drugs. Journal of Law and Economics, Volume 45(2), pp. 673-690.

. FDA, 2017. Basics of Drug Ads. Online Available at: https://www. fda. gov/Drugs/ResourcesForYou/Consumers/PrescriptionDrugAdvertising/ucm072077.

htm Accessed 5 December 2017. Saffer, D. a., 2010.

voxeu. org. Online Available at: http://voxeu. org/article/consumer-adverts-pharmaceuticals-impact-prices-and-sales UKessays, www. ukessays. com.

direct-to-consumer-advertising-marketing-essay. Online Available at: https://www. ukessays. com/essays/marketing/direct-to-consumer-advertising-marketing-essay. php Accessed 2015.    Today in internet we find all the sourcesbut about DTCPA practices of UK I didn’t found so much accurate informationwhich can directly strike on the topic that is Effectiveness of DTC PharmaAdvertisements in Communicating Drug Risk. The Question Answer asked from theconsumer had raised the problem in communication.

Due to communication problemI gone through some of the problem when doing the exercise of Q/A session. AlthoughI met various language proficiency people during survey and it was verydifficult to understand my question and take their feedback but I improved myinterview skills over a period of time in order to make it work effectively. With thelearning from findings and analysis in while completing of my report I findsome challenges which were not easy to overcome. In the collection ofinformation of DTCPA ads from internet sources was difficult as there was ashortage of DTCPA based literature which focused on the perception of theconsumers regrading DTCPA, majority of the studies focused on DTCPA from theperspective of physicians and the relationship between patients and physicians.

Apart from that the main concern I found at the time of survey where I found myselfto be lacking in confidence to seek the answers of people. Further many a timesthe respondents were not sure about their answer which challenge my findings onlarge scale. ChallengesSo, mainly mylearning depend on my findings and analysis which say that the side effects is only to meet the regulatoryrequirement for DTCPA which provide accurate information about drugs and pharmacompany is using DTCPA as tool to make and generate profit. I was also able to learnthat a significant proportion of the sample consumed the drugs as advertised byDTCPA irrespective of the fact that the accurate side effect details for thesame was not communicated in these DTCPA. I was able to find that similar analysis are also found in the previous findings which was in lineswith the findings of my study based on the feedback taken from consumers. I wasable to learn that one of the major objectives of DTCPA from the perspective ofthe pharma companies was to increase their revenue for non-prescription drugs.

The consumers who purchased such drugs are often found to become habituated forconsuming such drugs for their health issues. This report present theanalysis from quantitative way which consist of structured questionnairesession with different segment of consumer. Survey highlightsthe important understanding which make me understand that all the major sideeffects is not mentioned and pharma companies is their only for selling theproduct but there is a systematic selling of authorised and non-authoriseddrugs which is not working but on the same time the DTCPA problem of sideeffects in UK when surveyed was found to be very low. My findings and analysis was based on two hypothesis that is Majority of consumersare aware about DTCPA or Consumers of drugs find DTCPA to be effective incommunicating the major side effects and contradictions of the drugs. This helpme to find the effect of DTCPA onconsumer is positive or negative for which I am doing this report. (Saffer, 2010). While goingthrough from my research methodology I came to know that DTCPA is improvisingin three sector mainly that is consumer risk, respondents feedback andadvertisement knowledge. People are not totally aware about the facts and theside effects of the drugs which they see on ads.

DTCPA give them very lowinformation and only work to make profit other than working on their health andsafety. DTC ads mislead consumers about the risk-benefit trade-offs of prescriptiondrugs. In the startingof the report I understand what DTCPA is and what is itsunderstanding amongst the general public in the UK market regarding theinformation given by DTCPA and to explain the scenario of DTCPA fornon-prescribed drugs which is easily available in UK.

I learn that Direct toConsumer pharmaceutical advertisements (DTCPA) has grown rapidly in the pastseveral decades and is now the most permanent type of health communication thatthe public encounters. Some of the important factorwhich had impacted pharmaceutical prices making it very hard to evaluate theincrease in prescription drug spending. From all the findings I find that DTCPAis both beneficial and detrimental to the public health which effects andcontraindications of a drug’s effectiveness. (Bradford, 2002)In the goingthrough the findings of my evidence I had conduct a survey which help me tocomplete my major of work and give me real understanding about how effective isDTCPA ads.

Every question was related to the DTCPA. Although I met variouslanguage proficiency people during survey and it was very difficult tounderstand my question and take their feedback but I make it on working. Due tocommunication problem I gone through some of the problem when doing theexercise of Q/A session. (UKessays, 2015)Learningexperience is all about experience which we learn from interaction, course, program which can be done in traditional or non-traditional academic settings. In this report I will describe my own understanding from the topic concerningto DTCPA ads and their content.

I will provide my evidence which contributed onmy findings. (FDA, 2017)LearningexperiencesReflectiveReport