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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 sources but about DTCPA practices of UK I didn't find so much accurate information which can directly strike on the topic that is Effectiveness of DTC Pharma Advertisements in Communicating Drug Risk. The Question Answer asked from the consumer had raised the problem in communication.

Due to communication problem I gone through some of the problem when doing the exercise of Q/A session. Although I met various language proficiency people during survey and it was very difficult to understand my question and take their feedback but I improved my interview skills over a

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period of time in order to make it work effectively. With the learning from findings and analysis in while completing of my report I find some challenges which were not easy to overcome. In the collection of information of DTCPA ads from internet sources was difficult as there was a shortage of DTCPA based literature which focused on the perception of the consumers regarding DTCPA, majority of the studies focused on DTCPA from the perspective 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 myself to be lacking in confidence to seek the answers of people. Further many a time the respondents were not sure about their answer which challenge my findings on large scale. Challenges So, mainly my learning depend on my findings and analysis which say that the side effects is only to meet the regulatory requirement for DTCPA which provide accurate information about drugs and pharma company is using DTCPA as tool to make and generate profit. I was also able to learn that a significant proportion of the sample consumed the drugs as advertised by DTCPA irrespective of the fact that the accurate side effect details for the same was not communicated in these DTCPA. I was able to find that similar analysis are also found in the previous findings which was in line with the findings of my study based on the feedback taken from consumers. I was able to learn that one of the major objectives of DTCPA from the perspective of the pharma companies was to increase their revenue for non-prescription drugs.

The consumers who purchased such drugs are often found to become habituated for consuming such drugs for their health issues. This report

present the analysis from a quantitative way which consists of structured questionnaire sessions with different segments of consumers. Survey highlights the important understanding which makes me understand that all the major side effects are not mentioned and pharmaceutical companies are their only way for selling the product but there is a systematic selling of authorised and non-authorised drugs which is not working but at the same time the DTCPA problem of side effects in UK when surveyed was found to be very low. My findings and analysis were based on two hypotheses that is Majority of consumers are aware about DTCPA or Consumers of drugs find DTCPA to be effective in communicating the major side effects and contradictions of the drugs. This helps me to find the effect of DTCPA on consumers is positive or negative for which I am doing this report. (Saffer, 2010). While going through my research methodology I came to know that DTCPA is improving in three sectors mainly that is consumer risk, respondents' feedback and advertisement knowledge. People are not totally aware about the facts and the side effects of the drugs which they see on ads.

DTCPA give them very low information and only work to make profit other than working on their health and safety. DTC ads mislead consumers about the risk-benefit trade-offs of prescription drugs. In the starting of the report I understand what DTCPA is and what is its understanding amongst the general public in the UK market regarding the information given by DTCPA and to explain the scenario of DTCPA for non-prescribed drugs which is easily available in UK.

I learn that Direct to Consumer pharmaceutical advertisements (DTCPA) has grown rapidly in the past several decades and is now the most permanent type of health communication that the public encounters. Some of the important factors which had impacted pharmaceutical prices making it very hard to evaluate the increase in prescription drug spending. From all the findings I find that DTCPA is both beneficial and detrimental to the public health which affects and contraindications of a drug's effectiveness. (Bradford, 2002) In the going through the findings of my evidence I had conducted a survey which helped me to complete my major of work and give me real understanding about how effective is DTCPA ads.

Every question was related to the DTCPA. Although I met various language proficiency people during survey and it was very difficult to understand my question and take their feedback but I made it on working. Due to communication problem I went through some of the problems when doing the exercise of Q/A session. (UKessays, 2015) Learning experience 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 concerning DTCPA ads and their content.

I will provide my evidence which contributed to my findings. (FDA, 2017) Learning experiences Reflective Report