

## Study Finds that Facts Boxes Improve Patient Comprehension

A study published Feb. 17 in the online edition of *Annals of Internal Medicine* found that consumers would be able to make better decisions about prescription drugs if advertising for the drugs carried a facts box that clearly stated the pros and cons of the treatment.

“People just don’t have access to information about how well drugs work,” Dr. Steven Woloshin, an associate professor of medicine at Dartmouth Medical School and co-author of the study, said. “They get exposed to billions of dollars of ads, but the ads don’t tell them the most fundamental information they need.” A facts box would provide that information, Woloshin said.

The study was built upon two trials designed to uncover how consumers would choose between drug ads that did and did not include a fact box – basically a table that quantified outcomes with and without the drug – for a heartburn drug and a cardiovascular drug. The addition of the facts boxes to the ads led to consumers making better choices of drugs for their symptoms and being better informed about the benefits of drugs used for prevention, the study found. After reviewing the ads for two cardio drugs, 72 percent of those who saw an ad with a facts box correctly described the risk reduction associated with the drugs, the study found. However, among those who saw an ad without a facts box, just 9 percent were able to do this.

“The box worked really well,” Woloshin said, according to a *Health Day* report. “People liked it. They were able to understand the information, and they were much more likely to choose the better of two drugs with the box than with the standard ad.”



## 2008 Most Recalled Prescription Drug/Vaccine Ads

The overall strength of DTC ads to break-through to TV viewers and be remembered continues to gradually decline. Although the top two ads in the 2008 ranking are strong in recall, the remainder of 2008’s new ads were not as effective as the creative launched in prior years. Overall, the number of new ads launched in 2008 remained constant at just over 60, Nielsen reported.

Rank	Brand	Company	Ad Description	Ad Length	Recall Index
1	Cialis	Eli Lilly	One moment we were feeling spontaneous, the next we were happily interrupted, daughter comes home and surprises parents	60	155
2	Cymbalta	Eli Lilly	Depression hurts where/who does depression hurt, woman in leather recliner, women on couches, couple at cafe table	75	151
3	Loestrin24 Fe	Warner Chilcott	Two women at pharmacy counter pharmacist says she may need blood test to see if Potassium increases, other woman doesn't need blood test and has shorter periods	60	143
4	Cialis	Eli Lilly	Couple sit on an elevated platform on the beach all around the world, men with erectile dysfunction have taken 36-hour Cialis	60	127
5	Plavix	Bristol-Myers Squibb / Sanofi-Aventis	Man inspects anatomical model, if you've had a heart attack caused by a completely blocked artery, another heart attack could be lurking	75	125

The ranking is based on viewer ability to remember the ad 24 hours after airing, and on equalized levels of media expenditure. All ads had to be launched in 2008. The Index vs. Norm is the percentage of TV viewers who can recall within 24 hours the ad they were exposed to and the brand advertised during the normal course of viewing TV. These scores are then indexed against the mean performance for all categories of advertising captured by Nielsen IAG. 100 equals average.

SOURCE should be: Nielsen IAG

## Manhattan Research: Consumers using digital media to compare Rx information

Consumers are treating health and pharmaceutical products more like commodities and are visiting drug-rating Web sites much like they would visit a restaurant review site before making a reservation, according to Manhattan Research's Cybercitizen Health v8.0 study. In addition, consumers are turning to other digital media, namely sites with user-generated content and health blogs, which are now regarded in the same way as health editors of major publications because of the influence they have with consumers. Many consumers even turn to Wikipedia as another source, according to the study.

"Online video is also seeing astronomical growth," Meredith Abreu Ressi, vice president of research at Manhattan Research, noted during a recent webinar outlining the study's results.

Ressi noted that the average consumer often begins with searching on general health Web sites, such as WebMD, Drugs.com and MayoClinic, and may visit between four and 10 online destinations. They also start with search engines. The study discovered age, demographic and condition-specific breakdowns that affect where consumers click on the search engine results page. "Older consumers are much more likely to click on those top paid results, whereas younger consumers are much more reliant on organic results," she said.

Ressi said that "more than three-quarters of ePharma consumers report that they expect online customer service from a pharma company just like they can get from those other companies online today." Of the top-rated sites in terms of consumer satisfaction, many consumers liked them because of their rich content and coupons or free trials.



## New lineup of marketers, agencies, products Likely to emerge from Pfizer-Wyeth combination

The reorganization that results from Pfizer's \$68 billion proposed acquisition of Wyeth is expected to shake out over the next few months. At first glance, however, there seem to be few agency conflicts among the company's major brands. The main agencies for Pfizer are Interpublic Group of Cos. (McCann HumanCare) and Publicis Groupe (Kaplan Thaler), while Wyeth most often works with agencies under the Euro and WPP umbrellas.

"When you look at the product lineup and the agency lineup, there's not a lot of overlap," Mike Guarini, president of the healthcare consultancy Flaum Communications, told *Advertising Age*. A Pfizer spokesman also told the magazine that "it would be stupid of me to speculate" on the marketing / advertising makeup of the combined company. He did note that the two companies have complementary strengths. Perhaps a marketing wildcard in the new company will be the consumer brands that Pfizer gains from Wyeth. (Pfizer sold its consumer unit to J&J in 2006.) Wyeth's key OTC brands are Advil, Centrum and Robitussin.

Michael Krensavage, an analyst at Krensavage Asset Management, said he believes the marketing areas will stay pretty much intact. "I still think you see DTC campaigns for both companies run by the people who run them," he told *Advertising Age*.