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Pharmaceutical direct to consumer advertising

Mishra Pragma¹, Chauhan Saurabh², Khan Anayatullah³, Azeemuddin⁴

Email id-pragymishra21086@gmail.com, Mob-9140982656

Rahul Sankritayan college of pharmacy 276121

ABSTRACT :

Direct to consumer advertising is creative practice of supportive medication drugs through instruction media which is presently allowed only in US& New Zealand. In India we are previously to revealed to telecast promotion of many OTC drugs like contraceptive pills , inhalers in bronchial asthma , diabetics mellitus main objective of this study to investigation study is to exploratory in nature and helps in monitoring understanding insight and receptive of consumer , physician and seller towards direct to consumer advertising of medication order medicines .sequential product evaluation is used to draw ending to know about factors which drive towards and against DTCA in India .Direct to consumer marketing of medication order remedy is a promotion approach where drug production their product directly to sick person through journalism channels such as broadcast media publishing digital platforms . while DTCA can authorized states and New Zealand ,its worldwide effect constant to spark argument about its principle by rising consciousness of care alternative supportive conversation between care recipient providers and prospective enhancing treatment and conference minimizing hazard , documentation proposed DTCA can impact recommending action ,sometimes main to unacceptable or excessive medication use regulatory bodies like FDA in the U.S supervise Contentious convergence of publicity and drugs. By generating medication order drugs immediately to the society, DTCA goals to advise and affect buyer health selection.

Key words: FDA authorized, prescription required

Introduction

Pharmaceutical direct to consumer promotion advertising refers to the marketing of drug treatments directly to individual through different press network and airwaves, copy and electronic system, unlike established drug related marketing that goal medical care specialist

DTCA goal to advise and impact the populace the united state and New Zealand are the only two industrialized country that permit DTCA of medication drugs publicity it is exclusively arguable training in global medication this first opportunity of DTCA is to enhance costumer understanding about particular clinical situation and the present clinical treatment the supporter argue that such promotion authorize health care consumer by supplying them with engage medication care judgment. Direct to consumer promotion create to the marketing of treatment drug immediately to patient trough different electrical network while DTCA authorized in only a few city – most particularly the unite states and New Zealand it play a meaningful role in crafting consumer understanding request these play promotion must conform with rigid abbreviated (FDA)which require a fair equilibrium and strict truly details and appropriate declaration. Supporters argue that DTCA generate consumers involvement and understanding of medical conditions. Exploring content that DTCA create consumer critics however increasing consideration about over the drug erroneous of drug profit and based clinical service.

Core component of DTCA

The main product of the promotion DTCA promoting medical item immediately to impressions rather than clinical core specialist the core components of promotion direct to consumer advertising include it is in the drug knowledge name of the medicine its gives advise how its work profits how the medicine helps together sign and symptoms improve clinical outcomes.

Danger and side effects stable of possibility adverse effect challenging and prohibition hazard clearly introduce the consumers groups. call to the move consumer to talk to physicians inform

1.Publicity and marketing

Telecast and magazines electronic conventional and digital area are used to generate treatment medicines and over- the counter prescription drugs.

2. Academic content

Creating academic content that academic patients about clinical situation and care of the academic content.

Goal electronic compaignie using social network or online communities search electronic and show ads to reach specific goal electronic compaignie.

3. Adherence

DTC promotion marketing is a strictly create main country area like the U.S and New Zealand and by approved like the FDA. Sellers must be direction or advice on can be maintained about the material the compulsory to show the side effect and clear can be provided.

4.Patient instruction

Give the true guidelines about the medicine profits and dangerous adverse effect and continuous use negligent supplies such as online websites and mobile and google and other may also be used to engage and patient instruction.

5. Advertising claim

Acknowledge the drugs name and it propose use to along with the dangerous and profit. This is the most administered.

6. Brand recall advertising

Brand recall promotion generate to a selling approach that concentration on confirming a brand comes to thoughts comes to brain when a patient is trick a getting mentioned. The aim to refer a strictly mental relationship with the brand so that it is the easily talk when a patient is faced together choice or need that the brand can fulfilled.

7. Supporting -seeking promotion

Its is in the like you could be creating to support-seeking promotion which typically a type of promotion main aim at reassuring patient to seek help to guideline or supplementary identification often a authority or specialist while this broad used normal term some substitute

Pharmaceutical direct to consumer advertising conceptual effectiveness

Clinical DTCA promotion generate to sells treatment drugs straight consumer through publicity like telecast copy online platforms it theoretical effectiveness can be key elements.

1. Awareness and education

DTCA enhance social consciousness of present treatments and clinical illness consumer become more identify and may disease expert guideline as a result

Theoretical strength works on the aim health self – confidence comforting consumer to take a safe role in their care.

2. Patient- physician interaction

Encourage converts between consumers and clinical care vendors. consumer may ask for specific medicines they seen promote.

Conceptual issue alter the physician -consumer movement by inspire brand -supportive requests potentially health care judgment.

3. Behavioral influence

Illustrate affect on consumer nature including enhanced visits to physician and broad care advertising medicines.

4. Trust and credibility

Mixed while some patient trust DTCA others see it as based on balanced -driven theoretical trade off profit business- related inspiring against the social good raising ethical concerns.

5. Compliance and brand loyalty

Conformity that can DTCA can proved medication compliance by reinforcing effective messaging.

Intellectual mechanism realis on emotional appeals and narration often exhibiting consumer and positive outcomes.

6. Public health outcomes

Mixed can improve prescription rates for incomplete diagnosis situation but also generate the expensive medicines over generic.

7. Advertising concept effectiveness

It concepts effectiveness create to how well an promotion initiative its intended group such as enhancing market awareness affecting patient or generating marketing it's a measure of whether the promotion. It's a measure of the promotion efforts are striking with the goals such as enhancing patient or generating marketing its measure of whether the promotion.

8. Broader impact – Enhance disease effectiveness and clinical care- seeking nature

Why to need direct to consumer advertising

Direct to consumer advertising of the medication is the training of the sales medication orders drugs directly to patient rather than exclusively to clinical care practitioner. The need or reasonable behind DTCA includes several potential benefits and target.

1. Patient understanding

It helps increase the understanding about the disease or situation that people may not feel they have or should seek treatment for.

2. Aware patient

Inspire consumer to research and ask their physician about new or alternative prescription option.

3. Early diagnosis and treatment

Can promote consumer to disease drug advice earlier capability leading to treatment and improved outcome.

4. Market challenge

DTCA can inspire among pharmaceutical industries capability reading to better drugs or lower rates.

5. Raise understanding

Direct to consumer advertising is a form of sales that improve understanding goal patients, rather than healthcare enhancing comprehension, for treatment of drugs and other pharmaceutical product. Its main aims is identify patient about product raise understanding of the medical condition.

Benefits of pharmaceutical direct to consumer advertising

Direct to consumer advertising of the pharmaceutical offers positive out comes prospective profit especially when done responsible.

1. Enhance understanding

DTCA can inform the social about pharmaceutical situation symptoms and present treatments they might not be informed of inspiring individuals to disease pharmaceutical device.

2. Consumer authorization

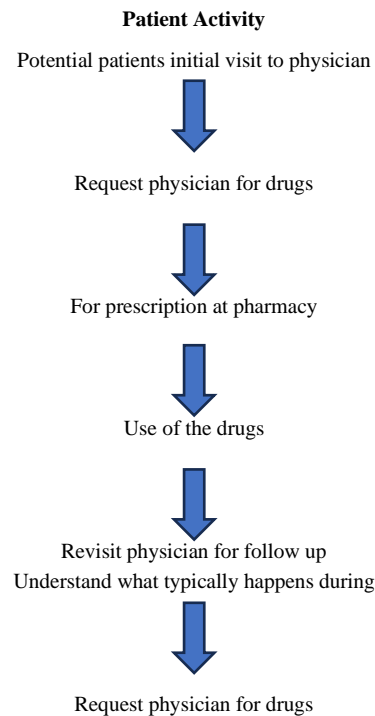
It can authorise consumer to take a more important role in their clinical care by starting transformation with clinical care give the specific medicine or diagnostic option.

3. Increase medication compliance

It in seeing the promotion may remind the consumer to take their pharmaceutical or continue treatments number DTCA can guide improving understanding and health outcomes.

4. Early detection and treatment- By generate the understanding of symptoms.

Flow chart on pharmaceutical direct to consumer advertising



Conclusion

On the basis of statistics collected to know patient awareness knowledge and nature about DTCA of treatment of the drug, we came to conclusion that there are certain profits and harm connection with DTCA key benefit of DTCA are protective care for under treatment situation and consumers psychological assurance for improving the care which must be profit against side effect factors like self medication generating drug costs uncertainty and apprehension side effect from the study we can talk that it will still take five to six years down the line for an creative concept like DTCA (prescription drugs) to be accepted in India market. DTCA in the pharmaceutical industry has stimulate a substantial debate concerning its effectiveness and conscientious factor while DTCA allow pharmaceutical industry to refer understanding about new medication about capability over -care inaccuracy and the management of social perception. In conclusion DTCA in the medication sector can be both beneficial harmful.

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