

SEPTEMBER 2018

PPPH CONSUMER PROTECTION RESEARCH RESULTS

ONLINE SURVEY METHODOLOGY

Fifteen-minute online surveys were fielded among n=500 medical providers and n=800 patients, using Nielsen respondent panels.



AUDIENCES



SAMPLE SIZE



MARGIN OF ERROR



TIMING



MEDICAL PROVIDERS

Physicians, physician assistants and nurse practitioners who currently practice in cardiology, endocrinology, family practice, hematology, internal medicine, nephrology, psychiatry or vascular surgery.

CARDIOLOGY

ENDOCRINOLOGY

PSYCHIATRY

N=500

±4.4%

N=110

N=100

N=104



PATIENTS

U.S. adults ages 18+ who have been officially diagnosed with, or told by a doctor that they have, any of the following conditions: Atrial fibrillation not caused by a heart valve problem, bipolar disorder, deep vein thrombosis (DVT), depression, diabetes, pulmonary embolism or schizophrenia.

ATRIAL FIBRILLATION (A-FIB)

DEEP VEIN THROMBOSIS (DVT)

PULMONARY EMBOLISM (PE)

DIABETES

DEPRESSION

BIPOLAR DISORDER

SCHIZOPHRENIA

N=800

±3.5%

N=171

N=156

N=86*

N=269

N=338

N=162

N=103

**SURVEY FIELDLED FROM AUGUST 17 –
SEPTEMBER 6, 2018**

*Small base size. Directional findings only.

KEY FINDINGS

1

Four in five medical providers (78%) have seen an ad for medication they prescribe – 61% more than one.

2

More than a third of providers (37%) say their patients frequently mention ads they see. Cardiologists and endocrinologists are more likely to experience this.

3

More than half of medical providers (56%) are very unfavorable toward attorney advertising, and cardiologists (67%) are more likely to feel this way.

4

Half of providers (51%) say their patients support changing their treatment after discussing attorney advertising with them.

5

More than half of providers (58%) report that a patient has stopped taking a medication after seeing advertising without consulting them.

6

One in four providers (22%) have changed a prescribing recommendation for a medication due to attorney advertising for it.

7

Nearly all providers (90%) believe there should be rules for it – and 61% feel there definitely should be.

8

One-third of patients (34%) view their medications less favorably specifically because of the attorney advertising that they've seen for it.

9

A quarter of patients who have seen attorney advertising for their medication stopped taking it entirely as a result.

10

Most patients (77%) believe attorney advertising should have rules.

A photograph of a male doctor in a white lab coat with a stethoscope around his neck. He is looking down at a patient's hand, which is resting on a table. The image has a blue tint and is semi-transparent. The text 'MEDICAL PROVIDERS SUMMARY' is overlaid in white, bold, sans-serif font.

MEDICAL PROVIDERS SUMMARY

ATTORNEY ADVERTISING IS PERVASIVE – MOST MEDICAL PROVIDERS HAVE HEARD ATTORNEY ADVERTISING RELATED TO THE CONDITIONS OR MEDICATIONS THEY SPECIALIZE IN

Three in five providers (61%) recall more than one treatment, and cardiologists are more likely to recall multiple ads.

SEEN ADVERTISING FROM ATTORNEYS SEEKING TO FILE MEDICAL LAWSUITS

[Shown: Percent selected response; n=500]

	TOTAL (n=500)	CARDIOLOGY (n=110)	ENDOCRINOLOGY (n=100)	PSYCHIATRY (n=104)
No	14%	11%	17%	15%
Yes	78% (61% more than one)	83% (67% more than one)	77% (54% more than one)	76% (51% more than one)
Don't remember	8%	6%	6%	9%

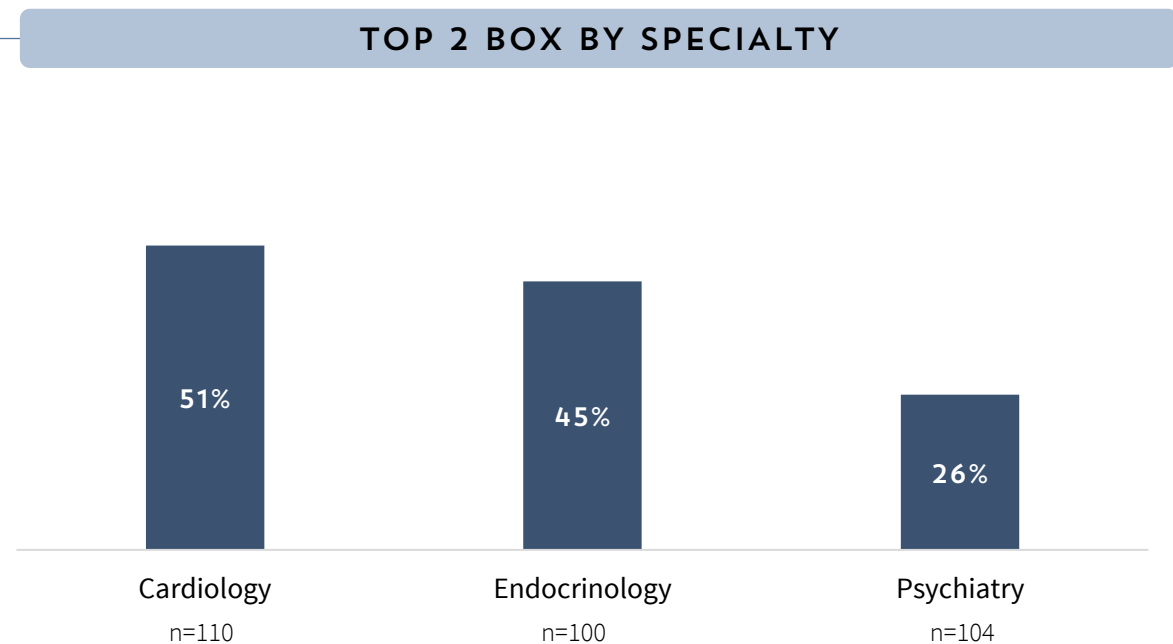
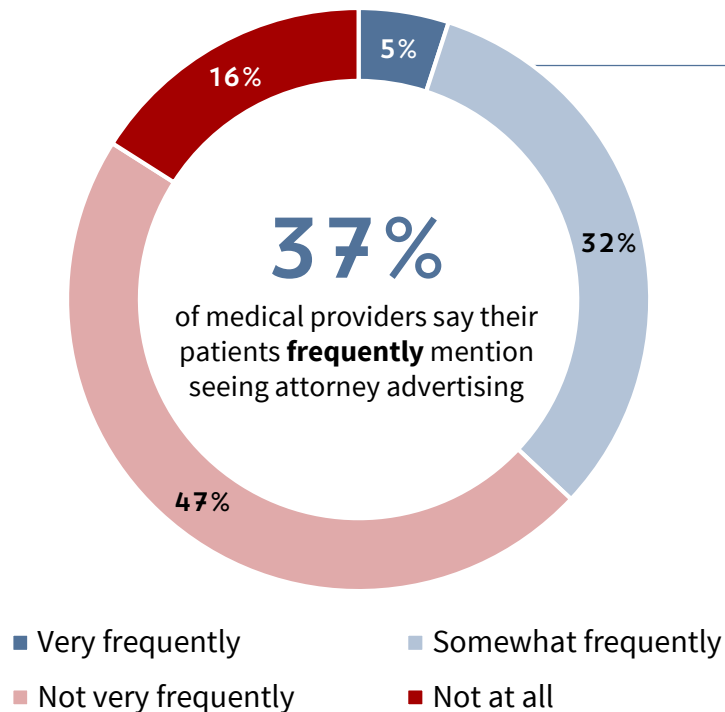
Medical providers in the South (85%) are more likely to have heard such advertising compared to those in other regions.

ATTORNEY ADVERTISING IS GAINING TRACTION, AS ALMOST TWO IN FIVE PROVIDERS REPORT THAT PATIENTS FREQUENTLY MENTION ADS THEY SAW RELATED TO THEIR MEDICATION

Among target specialties, cardiology (51%) and endocrinology (45%) providers are more likely to report that patients raise attorney advertising with them frequently.

FREQUENCY WITH WHICH MEDICAL PROVIDERS SAY THEIR PATIENTS MENTION ATTORNEY ADVERTISING

[Shown: Percent selected response; Top 2 Box (sum somewhat/very frequently); n=500]



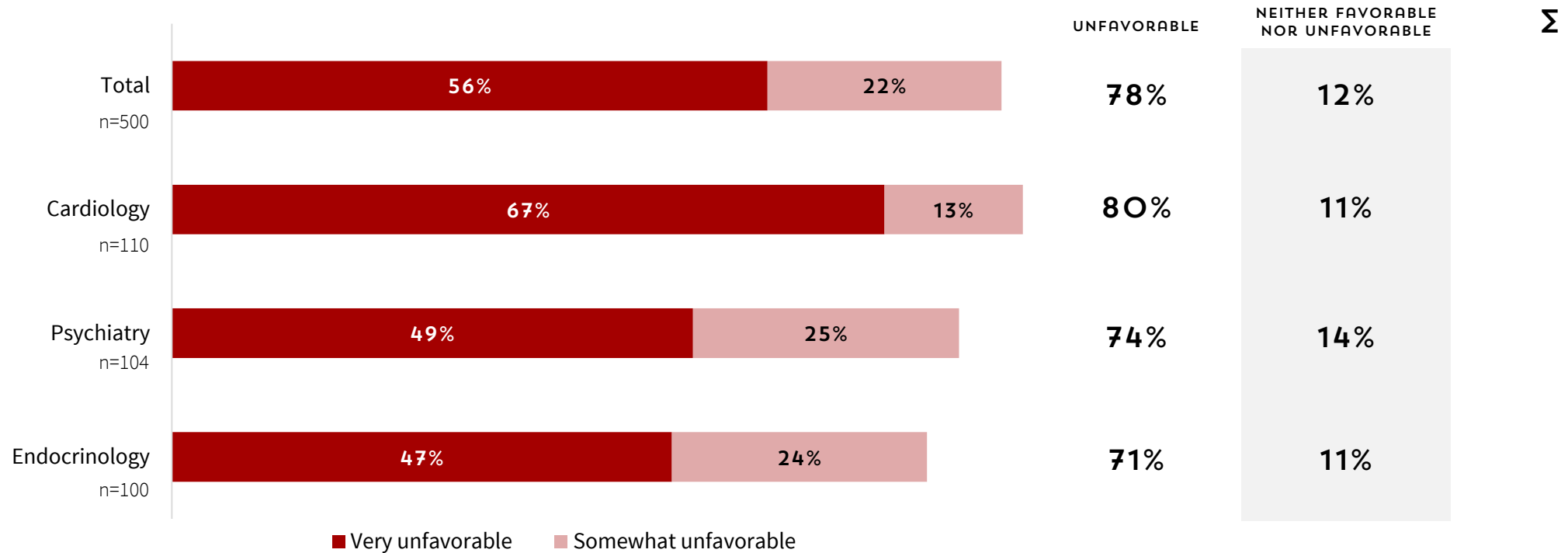
Medical Providers Q10: How frequently do your patients mention to you that they have seen this type of attorney advertising related to a condition they have or a medication they take?

MEDICAL PROVIDERS ARE UNFAVORABLE TOWARD ATTORNEY ADVERTISING, WITH A MAJORITY SAYING THEY ARE *VERY* UNFAVORABLE TOWARD IT

Those specializing in cardiology are significantly more likely to react *very unfavorably* toward this type of advertising. Physicians (66%) are significantly more likely than nurse practitioners (52%) and physician assistants (38%) to have a very unfavorable impression of this advertising.

FAVORABILITY TOWARD ATTORNEY ADVERTISING

[Shown: Percent selected response; n=500]



Medical Providers Q5: Overall, do you have a favorable or unfavorable impression of this type of attorney advertising?

MEDICAL PROVIDERS FEEL ATTORNEY ADVERTISING IS MISLEADING, IGNORES THE BENEFITS OF MEDICATION AND MAKES THE DOCTOR-PATIENT RELATIONSHIP MORE CHALLENGING TO NAVIGATE

MAIN CONCERNS WITH ATTORNEY ADVERTISING

- Misleading
- Adds to patient stress
- Showcases selective information – highlighting the bad and ignoring the good
- Demonstrates lack of attorney understanding
- Disrespectful toward the medical community

*“[The ads are] preying upon people who might not know better. It makes it difficult to prescribe those medications to patients who have seen those ads.” – **Psychiatry***

*“When this kind of advertising hits the airwaves, there is a big chance that people will start looking for everything that could go wrong with the drug.” – **Cardiology***

*“These lawsuits point out the bad without mentioning the benefits of medications, and they end up causing the patient harm.” – **Endocrinology***

*“The lawyers entice patients to make a case out of nothing or little. It makes for the practice of expensive, defensive medicine.” – **Psychiatry***

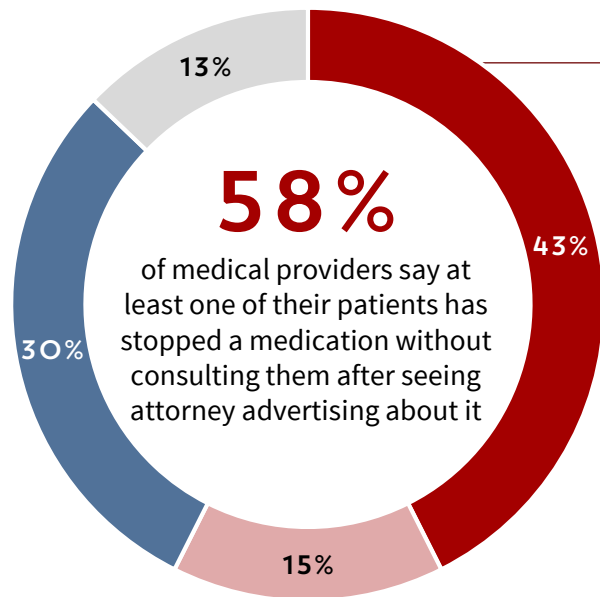
*“Potential [side effects] are limited and the benefits of the medication outweigh the risk. Attorneys do not understand the issues that they are basing the problems on.” – **Endocrinology***

*“It comes across as disrespectful towards the profession. What if there were advertisements to sue lawyers who do a poor job?” – **Cardiology***

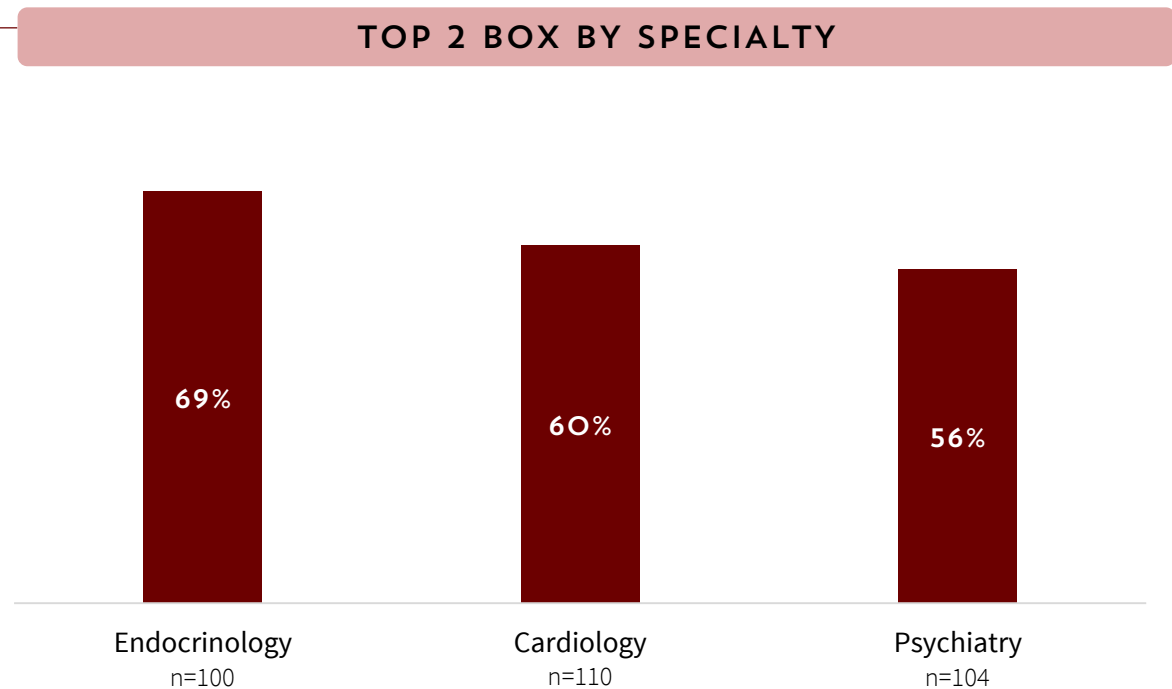
MORE THAN HALF REPORT A PATIENT HAS STOPPED A MEDICATION WITHOUT CONSULTING THEM AFTER SEEING ATTORNEY ADVERTISING

A PATIENT HAS STOPPED TAKING A MEDICATION AFTER SEEING ATTORNEY ADVERTISING WITHOUT CONSULTING ME

[Shown: Percent selected response; Top 2 Box (sum yes); n=500]



■ Yes, more than one ■ Yes, one ■ No ■ Don't know



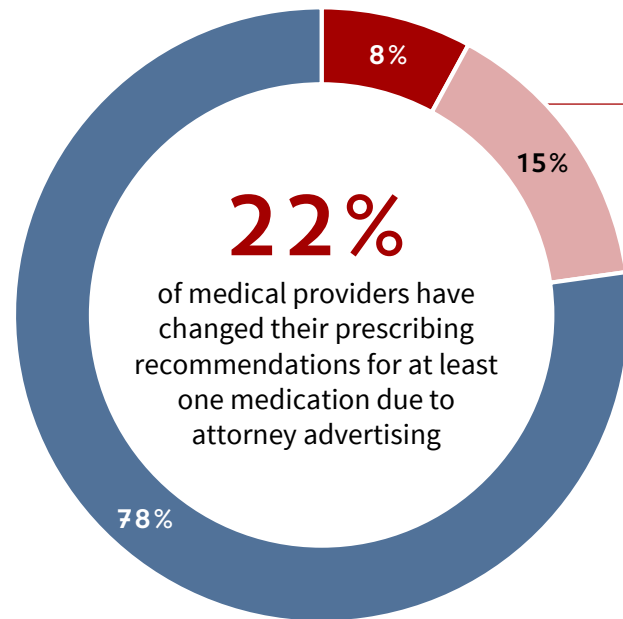
Medical Providers Q15: Has a patient ever stopped taking one of their medications after seeing this type of attorney advertising without first speaking to you about it?

SOME MEDICAL PROVIDERS HAVE EVEN CHANGED PRESCRIBING RECOMMENDATIONS BASED ON ATTORNEY ADVERTISING

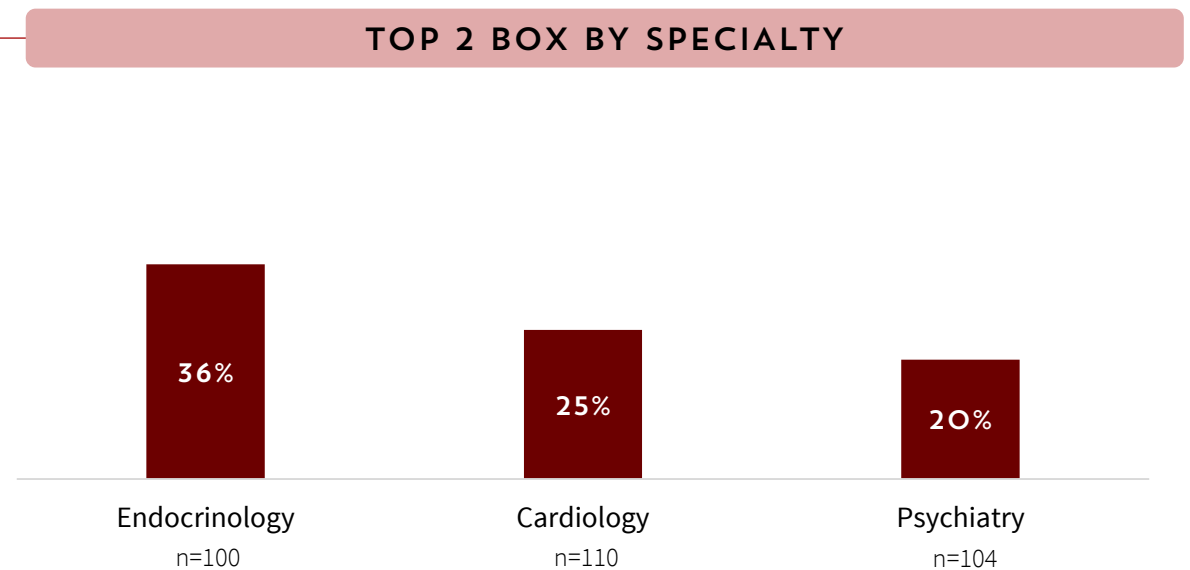
Physician assistants (28%) are more likely to have changed their recommendations.

I HAVE CHANGED MY PRESCRIBING RECOMMENDATIONS FOR A MEDICATION BASED ON ATTORNEY ADVERTISING

[Shown: Percent selected response; Top 2 Box (sum yes); n=500]



■ Yes, for more than one ■ Yes, for one ■ No

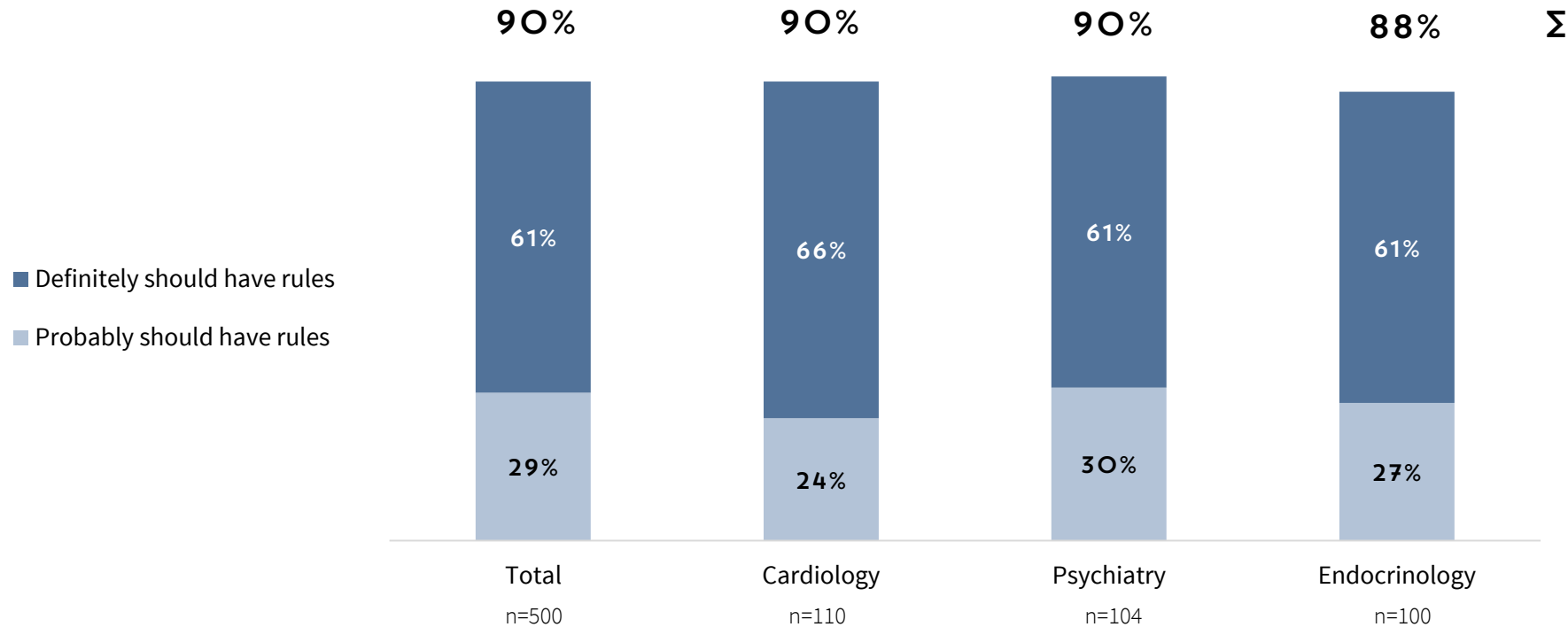


REGARDLESS OF SPECIALTY, MEDICAL PROVIDERS ARE UNITED IN THE BELIEF THAT RULES FOR ATTORNEY ADVERTISING ARE NEEDED

Across all specialties, physicians (68%) are significantly more likely than nurse practitioners (57%) or physician assistants (48%) to believe there definitely should be rules.

SHOULD THERE BE RULES ON ATTORNEY ADVERTISING?

[Shown: Percent selected response; n=500]



Medical Providers Q19: Do you believe attorneys should be able to continue this type of advertising without rules, or do you believe there should be some rules on this type of advertising?

A photograph of a patient in a hospital gown using a walker in a room. The patient is standing on a wooden floor, holding the handles of a silver metal walker. The patient is wearing a white hospital gown and a white wristband. The room has a window with blinds in the background and a bed with a white sheet in the foreground. The overall lighting is soft and natural.

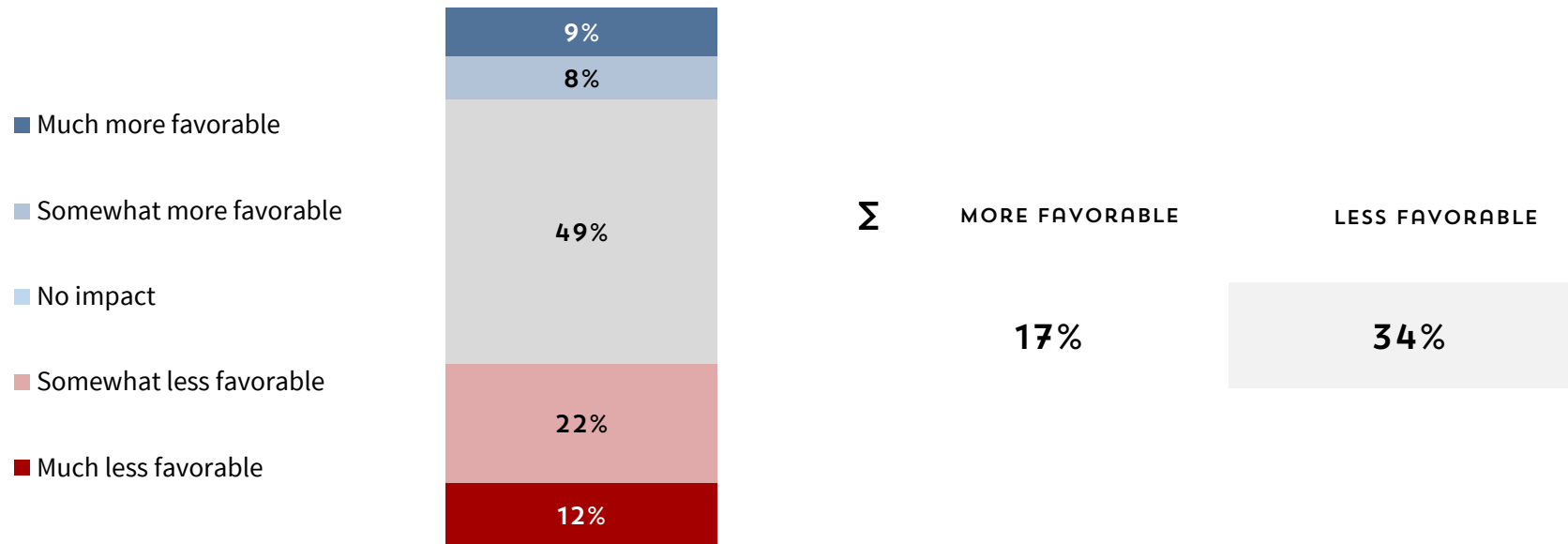
PATIENTS SUMMARY

HALF OF PATIENTS SAY ATTORNEY ADVERTISING HAD NO IMPACT ON FEELINGS TOWARD THEIR MEDICATION, BUT ONE-THIRD REACTED MORE NEGATIVELY TO THEIR MEDICATION AS A DIRECT RESULT OF SEEING AN AD



IMPACT OF ATTORNEY ADVERTISING ON PATIENT SENTIMENT TOWARD THEIR MEDICATION

[Shown: Percent selected response, among those who have seen attorney advertising; n=257]



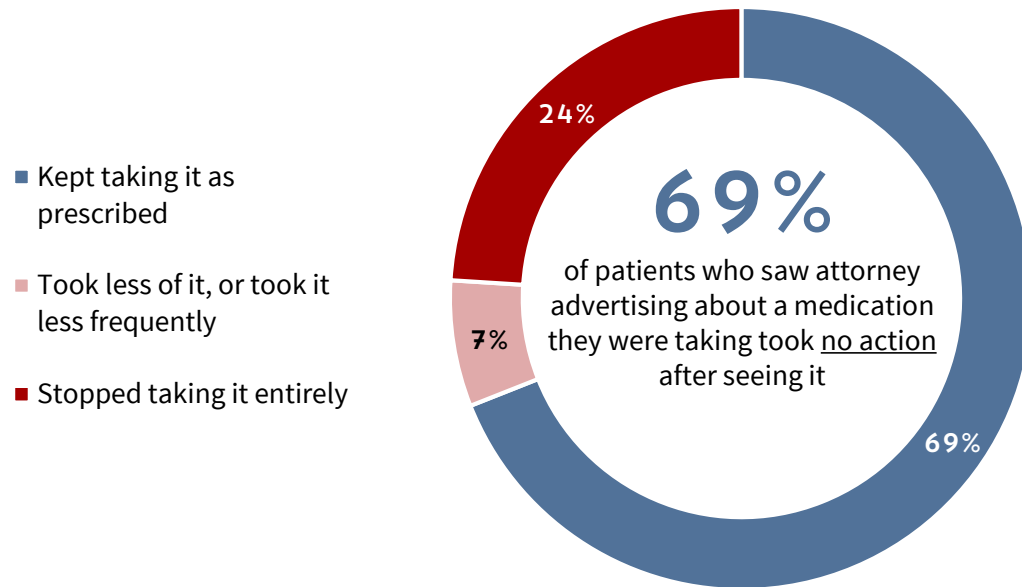
Patients Q17: ((asked among those who have seen attorney advertising) Overall, what impact did this attorney advertising have on your feelings toward the medication you were taking?



MOST PATIENTS TOOK NO ACTION REGARDING THEIR MEDICATION AFTER SEEING ATTORNEY ADVERTISING, BUT ALARMINGLY ONE IN FOUR STOPPED TAKING IT ENTIRELY AS A RESULT

PATIENTS' MEDICATION ACTIONS AFTER SEEING ATTORNEY ADVERTISING

[Shown: Percent selected response, among those who have seen attorney advertising; n=257]



94% of patients believe it is very important to take medication as directed, yet **24%** of patients still stop taking medications entirely. This behavior continues despite **78%** saying they trust their doctors a great deal, with mental health patients being the most at risk.

Patients Q18: (asked among those who have seen attorney advertising) Which of the following best describes what you did after seeing this attorney advertising?

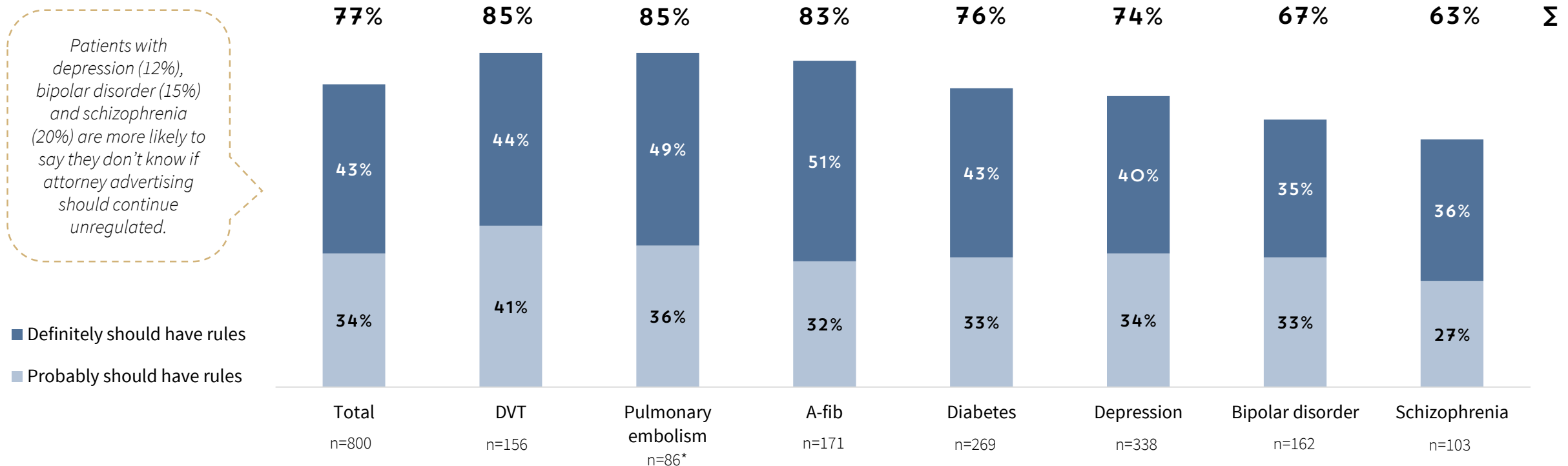
PATIENTS LIKEWISE BELIEVE THERE SHOULD BE RESTRICTIONS ON ATTORNEY ADVERTISING, BUT ARE LESS LIKELY THAN MEDICAL PROVIDERS TO CALL FOR DEFINITIVE REGULATIONS



Three in five medical providers overall (61%) believe there definitely should be rules, compared to just 43% of patients. Patients with mental health conditions including depression, bipolar disorder and schizophrenia are less likely to hold definitive views on the issue. Boomers (51%) are significantly more likely to believe that there definitely should be rules, compared to just 34% of Gen Xers and 31% of Millennials.

SHOULD THERE BE RULES ON ATTORNEY ADVERTISING?

[Shown: Percent selected response, among patients; n=800]



Patients Q28: Do you believe attorneys should be able to continue this type of advertising without rules, or do you believe there should be some rules on this type of advertising?

*Small base size; directional finding only.

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