

Partnership to Protect Patient Health

Drug-injury advertisements on television, radio and social media have increased by more than 60 percent since 2008, putting patients' lives at risk across the U.S. Driven by law firms and aggregators, these commercials feature sensationalized claims that go unchecked due to a lack of proper oversight, leading patients who take critically important medications to doubt or discontinue their treatment regimen without consulting their physician, pharmacist or health care professional.

The Partnership to Protect Patient Health is a coalition of health care providers and patient advocates that supports patient safety and advocates for responsible advertising practices.

Survey Highlights

The Partnership to Protect Patient Health recently surveyed 500 medical providers and 800 patients to understand their perspectives about “bad drug” ads and how they influence decision-making.



One fourth of patients who saw these ads **stopped treatment without even consulting their physician.**



58 percent of physicians reported that a patient **stopped taking their medication** after seeing one of these ads.



Physicians **overwhelmingly expressed the need for stronger regulation** of attorney advertising. Nearly all (90 percent) agreed there should be rules in place.

Policy Recommendations

In light of the data, the Partnership to Protect Patient Health proposes that policymakers:



Require advertisements to properly warn patients that it is dangerous to stop taking a prescribed medication before consulting with a physician.



Prohibit advertisements that solicit legal business from being mis-labeled as a “medical alert,” “health alert,” or “public service announcement.”



Protect personal health information from being used to solicit legal services without the prior consent of the patient.



Prevent the use of governmental logos, such as the FDA's, in a manner that suggests affiliation with that agency, or use of the word “recall” when a product has not been recalled.