

“Bad Drug” Ads are Bad News

WHAT ARE “BAD DRUG” ADS?

“Bad drug” advertisements perpetuate misleading information about FDA-approved medications, urging patients to call a 1-800 number to join a lawsuit, alluding to potential payouts. They often feature government logos and scare patients, particularly senior citizens, into abruptly abandoning their life-saving medications.



DANGEROUS CONSEQUENCES

These “bad drug” ads have real-life consequences:



ONE-FOURTH OF PATIENTS stopped taking their medications without talking to their providers



ONE-THIRD OF PATIENTS said “bad drug” ads negatively changed the way they viewed their medications



58% OF PROVIDERS reported that a patient stopped taking their medication after seeing one of these ads

Source: PPPH Consumer Protection Survey

KEEPING PATIENTS SAFE

Policymakers can defend patients against “bad drug” ads by:



REQUIRING ads to warn patients of the consequences of treatment interruption



PROTECTING personal health information from being shared without patients’ consent



PROHIBITING ads that solicit legal business being mislabeled as medical or health alerts



PREVENTING the use of government logos or using “recall” when a product has not been recalled

Partnership to
Protect Patient Health