

The Future of Prescription Drug Promotion and Digital Marketing

September 14, 2023



Welcome and Overview

Mark McClellan

Director, Duke-Margolis Center for Health Policy

Statement of Independence

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Remote Participation Instructions

Mute

- **You have been placed on mute**; speakers can mute/unmute throughout

Questions

- Please feel free to type your question into the Q&A box and we will use your questions to inform the open discussion portions of the event

Zoom Issues? Please Zoom message Luke Durocher or email luke.durocher@duke.edu

Meeting Agenda

- 12:30 pm** Welcome and Overview
- 12:35 pm** Opening Remarks from FDA
- 12:45 pm** Session 1: The Future of Television Marketing
- 1:45 pm** Session 2: Use of Native Advertising on Digital Platforms
- 2:45 pm** Break
- 3:00 pm** Session 3: Patient and Consumer Experiences with Promotion on Digital Platforms, with a Focus on Presentation of Risk Information
- 4:00 pm** Session 4: Health Care Provider Experiences with Emerging Trends and Formats in Prescription Drug Digital Promotion
- 5:00 pm** Closing Remarks and Adjournment

FDA Opening Remarks

Catherine Gray

U.S. Food and Drug Administration

Session 1: The Future of Television Marketing

12:45 – 1:45 pm ET

Future of Prescription Drug Promotion and Digital Marketing

Steven Woloshin, MD, MS

Steven.Woloshin@Dartmouth.edu

Dartmouth Institute for Health Policy and Clinical Practice
Center for Medicine and the Media

No industry funding.

Arnold Ventures (non-profit) grant

This talk is based on work done with Lisa Schwartz, MD



US healthcare spending is highest in world

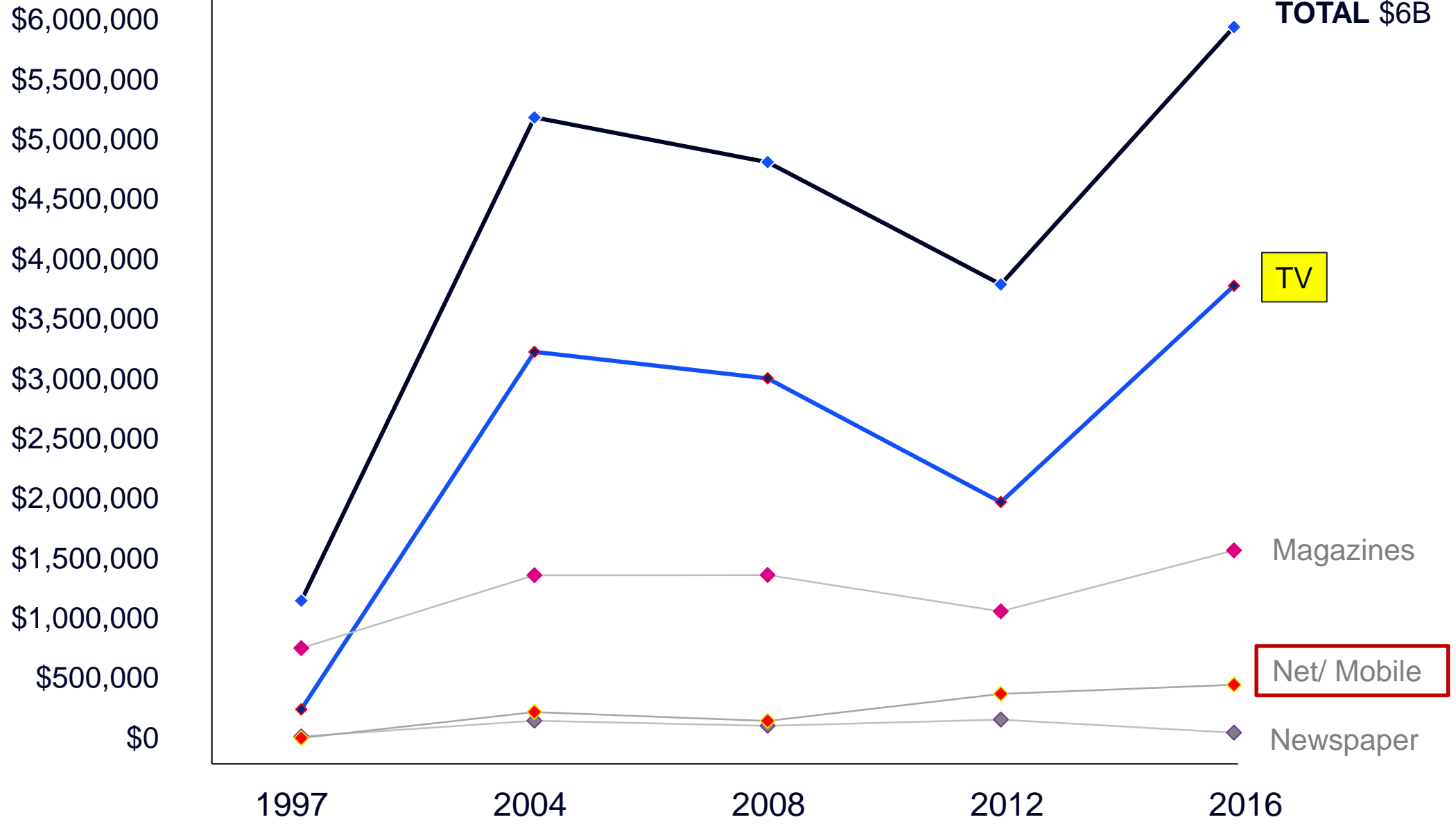
\$4.3 *trillion* (18% GDP) in 2021

To capture/expand the market, companies try to shape public and professional beliefs about medical tests and treatments –even what counts as disease.

Huge investment in marketing

\$30B → \$20B professional / \$10B DTC (mostly drugs)

Prescription Drug Spending



What does \$4B teach consumers about drugs?

Benefit asserted

Qualitative language

Images

No numbers

Harms asserted

Kitchen list (some scary)

No qualitative or quantitative language

Google: “most advertised DTC drugs TV”

How well does it work?

No numbers

Words and images suggest a lot

RINVOQ [Upadacitinib]

“If you still have rheumatoid arthritis ... after a TNF-blocker like Humira or Enbrel... stand up to your symptoms with Rinvoq”

Benefit

Tackles pain, stiffness and swelling

For some significantly reduces RA and

Can stop irreversible joint damage

Harm

Serious infection, blood clots, death.....



Google: “most advertised DTC drugs TV”

RINVOQ [Upadacitinib]

“If you still have symptoms of moderate to severe rheumatoid arthritis after a TNF-blocker like Humira or Enbrel...start

Look at review docs (12 week data)

Benefit

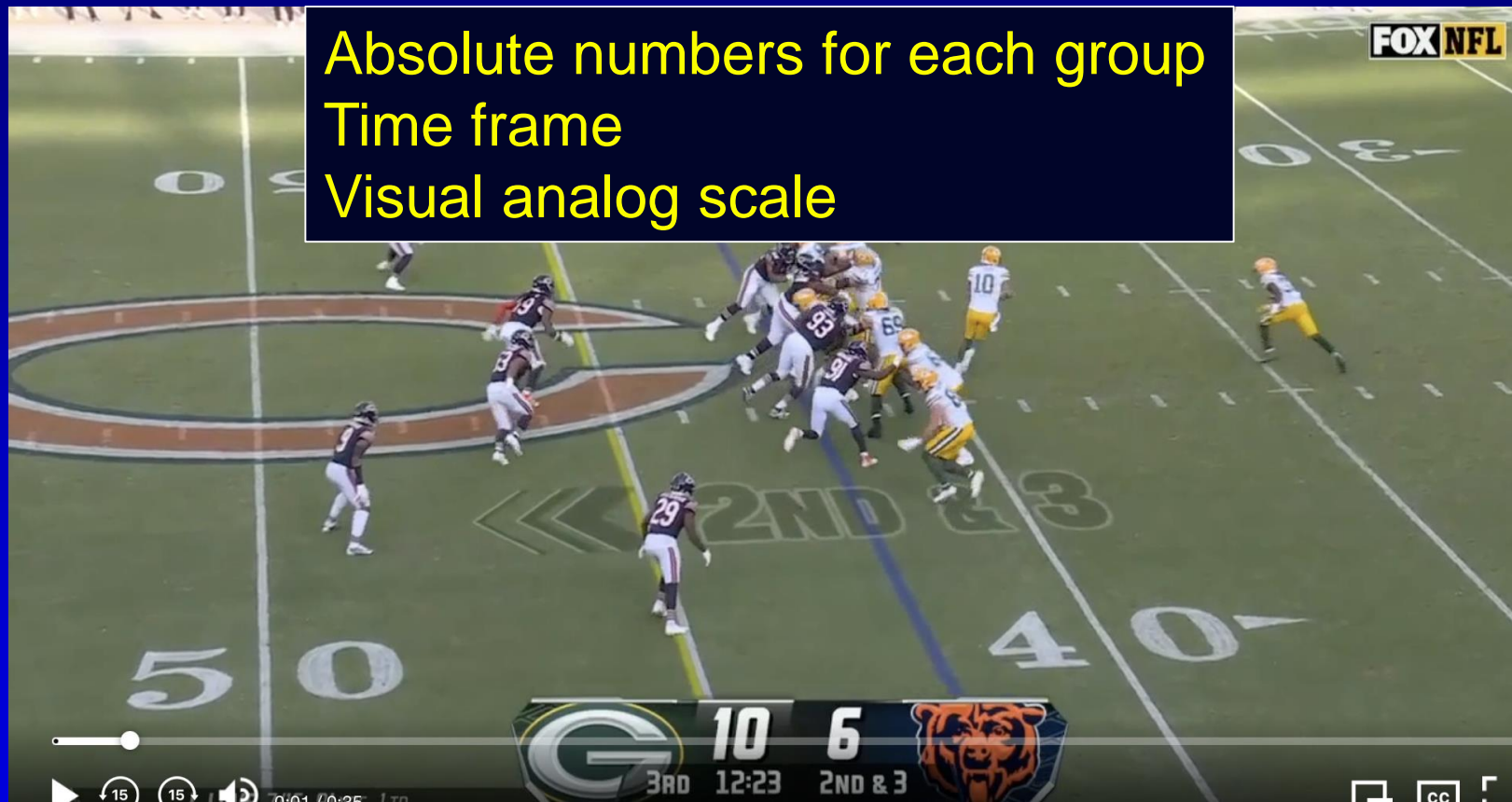
Tackles pain, stiffness

70% vs. 40% noticeable improvement (ACR20)
25% vs 5% major improvement (ACR70)

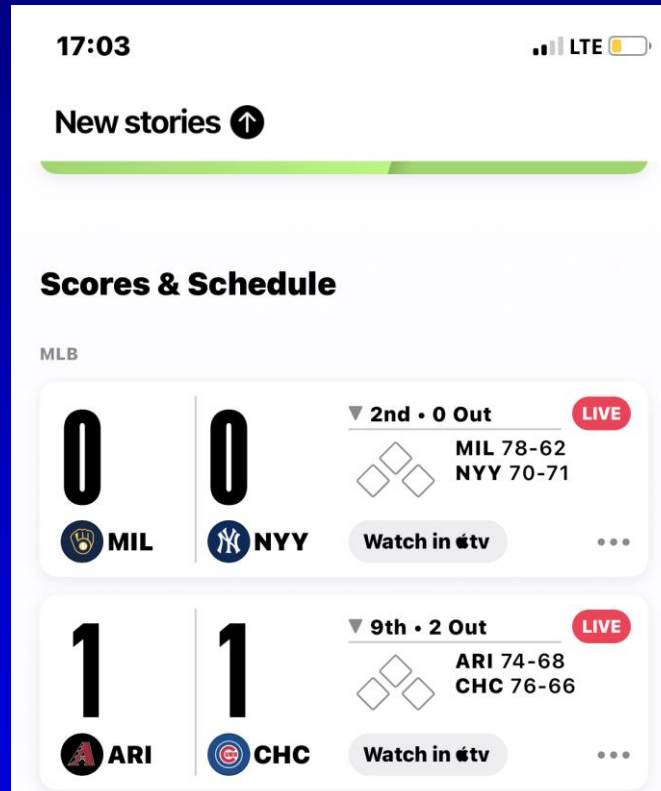
For some significantly reduces RA and PsA fatigue

Can stop irreversible joint damage


Getting data into TV ads can't be done, ~~right?~~ ^{Wrong!}



It can be done...



It can be done...

Learn how AbbVie could help you save on  **RINVOQ**[®]
upadacitinib

Pay as little as \$5 per month

You could pay as little as \$5 per month*

abbvie | Save On **RINVOQ**.com

iSpot.tv 0:56 / 0:56 *Not available to all U.S. patients. Restrictions apply. See RINVOQ.com for full eligibility requirements.

The image shows a video player interface with a dark background. A red rectangular callout box is positioned at the top right, containing the text 'Pay as little as \$5 per month' in white. A white line points from the bottom left of this box to a yellow oval that encircles the text 'You could pay as little as \$5 per month*' in the advertisement. The advertisement itself features the text 'Learn how AbbVie could help you save on' followed by the RINVOQ logo (a colorful circular graphic) and the text 'RINVOQ upadacitinib'. At the bottom of the ad, it says 'abbvie | Save On RINVOQ.com'. The video player controls at the bottom show a play button, a progress bar at 0:56 / 0:56, and a small disclaimer: '*Not available to all U.S. patients. Restrictions apply. See RINVOQ.com for full eligibility requirements.'

Drug Facts Box

Lunesta

(compared to sugar pill) to reduce current symptoms for adults with insomnia

What this drug is for:

To make it easier to fall or to stay asleep

Who might consider taking it:

Adults age 18 and older with insomnia for at least 1 month

Recommended monitoring:

No blood tests, watch out for abnormal behavior

Other things to consider:

Reduce caffeine intake (especially at night), increase exercise, establish a regular bedtime, avoid daytime naps

How long has the drug been in use?

Lunesta was approved by FDA in 2005. As with all new drugs we simply don't know how its safety record will hold up over time. In general, if there are unforeseen, serious drug side effects, they emerge after the drug is on the market (when a large enough number of people have used the drug).

Lunesta Study Findings

788 healthy adults with insomnia for at least 1 month – sleeping less than 6.5 hours per night and/or taking more than 30 minutes to fall asleep – were given LUNESTA or a sugar pill nightly for 6 months. Here's what happened:

What difference did LUNESTA make?	People given a sugar pill	People given LUNESTA (3 mg each night)
Did Lunesta help?		
LUNESTA users fell asleep faster (15 minutes faster due to drug)	45 minutes to fall asleep	30 minutes to fall asleep
LUNESTA users slept longer (37 minutes longer due to drug)	5 hours 45 minutes	6 hours 22 minutes
Did Lunesta have side effects?		
Life threatening side effects:		
No difference between LUNESTA and a sugar pill	None observed	None observed
Symptom side effects:		
More had unpleasant taste in their mouth (additional 20% due to drug)	6%	26%
More had dizziness (additional 7% due to drug)	3%	10%
More had drowsiness (additional 6% due to drug)	3%	9%
More had dry mouth (additional 5% due to drug)	2%	7%
More had nausea (additional 5% due to drug)	6%	11%

Simple tabular display of benefit and side effects data

Future of Prescription DTC on TV

New tech makes it possible to personalize ads and link to resources

Could be...

- valuable opportunity for consumer education
- marketing disguised as education

Will be...

- Big challenge for regulator

Thank you

Session 1: The Future of Television Marketing

Moderator:

- **Nancy Allen LaPointe**, Duke-Margolis Center for Health Policy

Panelists:

- **Jennifer Hessler**, North Carolina State University
- **Michael Kubin**, INVIDI
- **Amanda Starc**, Northwestern University
- **Steve Woloshin**, The Dartmouth Institute

Session 1: The Future of Television Marketing

1. Where do you see the state of prescription drug television marketing in the future?
2. Do you foresee the pharmaceutical industry continuing to market through linear tv at its current level? If not, what mix of linear and connected tv marketing do you foresee in the next five to ten years?
3. What are the notable features and functionality available to marketers through streaming? What are the public health considerations around these features and functions that differ from considerations with linear tv ads?
4. How might current and emerging trends in television marketing have bearing on the balance of information presented to consumers and/or HCPs through this venue?
5. How do emerging digital marketing strategies differ from legacy marketing strategies? What new regulatory and public health considerations might these strategies present?

Session 2: Use of Native Advertising on Digital Platforms

1:45 – 2:45 pm ET



THE USE OF NATIVE ADVERTISING ON DIGITAL PLATFORMS

Janelle Applequist, Ph.D., M.A.

Associate Professor, Concentration Head, Director of Internships

Integrated Public Relations and Advertising

Zimmerman School of Advertising & Mass Communications

University of South Florida

applequist@usf.edu



Disclosures in Native Advertising



wakix_pitolisant Sponsored

WAKIX tablets are taken once daily upon awakening.

Wakix pitolisant tablets

IMPORTANT SAFETY INFORMATION

Do not take WAKIX if you are allergic to pitolisant or any ingredient in WAKIX, or if you have severe liver disease.

Learn More

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The speech every woman should hear

By Frida Ghitis, Special to CNN
updated 8:26 AM EDT, Fri October 19, 2012


From around the web

- Is Your Bedroom a Sleep Haven? Tips for Your Private Oasis. Shibley Smiles
- "VMware, the bell tolls for thee, and Microsoft is ringing it." NetworkWorld
- Will NASA Ever Recover Apollo 13's Plutonium From the Sea? Txchnologist
- 13 Things Your Car Mechanic Won't Tell You Reader's Digest
- Warning Signs That Your Employees Are About To Leave OPEN Forum
- Early Diabetes Warning Signs You Shouldn't Ignore Live Better America

“Help Seeking” Native Ad

These disorders included depression. The researchers speculate that the development of mental problems explain the connection.

Invest in Your Health



Liz' Watery Eyes and Sneezing Are Gone Now and She's Happier!
Zenastar Pharma

"This report is very interesting, as well as stated mechanisms, that providers to be aware of," said S. National Deafness Foundation

“Product Claim” Native Ad

u/Mounjaro · Promoted

Discover Mounjaro® (tirzepatide). See Indication & Safety Summary with Warnings <https://www.mounjaro.com/risk>

AND PEOPLE LOST UP TO
25 LBS**

*Mounjaro is not a weight loss drug.

*Individual results may vary. In studies with or without other diabetes medications, weight loss in adults ranged from 12 lb (5 mg) to 25 lb (15 mg).

INDICATION AND SAFETY SUMMARY WITH WARNINGS

Safety info plays in 7 seconds

Mounjaro® (mown-JAHR-OH) is an injectable medicine for adults with type 2 diabetes used along with diet and exercise to improve blood sugar (glucose).

- It is not known if Mounjaro can be used in people who have had inflammation of the pancreas (pancreatitis). Mounjaro is not for use in people with type 1 diabetes. It is not known if Mounjaro is safe and effective for use in children under 18 years of age.

Warnings - Mounjaro may cause tumors in the thyroid, including thyroid cancer. Watch for possible symptoms, such as a lump or swelling in the neck, hoarseness, trouble swallowing, or shortness of breath. If you have any of these symptoms, tell your healthcare provider.

mounjaro.com

Vote 0 Share

Digital Marketing Strategy



Collect Data

SEO, streaming, social KPIs



Develop Goals & Strategy

create digital identities & content strategy (for help-seeking native ad)



Create

posts, influencer marketing, embedded content, AR/VR/XR/MR



Publish

collect data on CTRs, conversion, engagement



Ad Leads to Source

consumer visits website



Collect Data on Website

doctor discussion guide downloads, email sign-ups, QR codes



Refine Strategy

use all data to inform product-claim ad

Session 2: Use of Native Advertising on Digital Platforms

Moderator:

- **Christina Silcox**, Duke-Margolis Center for Health Policy

Panelists:

- **Janelle Applequist**, University of South Florida
- **John Paul Marcus**, Traverre Therapeutics Inc.
- **Bartosz Wojdowski**, University of Georgia

Session 2: Use of Native Advertising on Digital Platforms

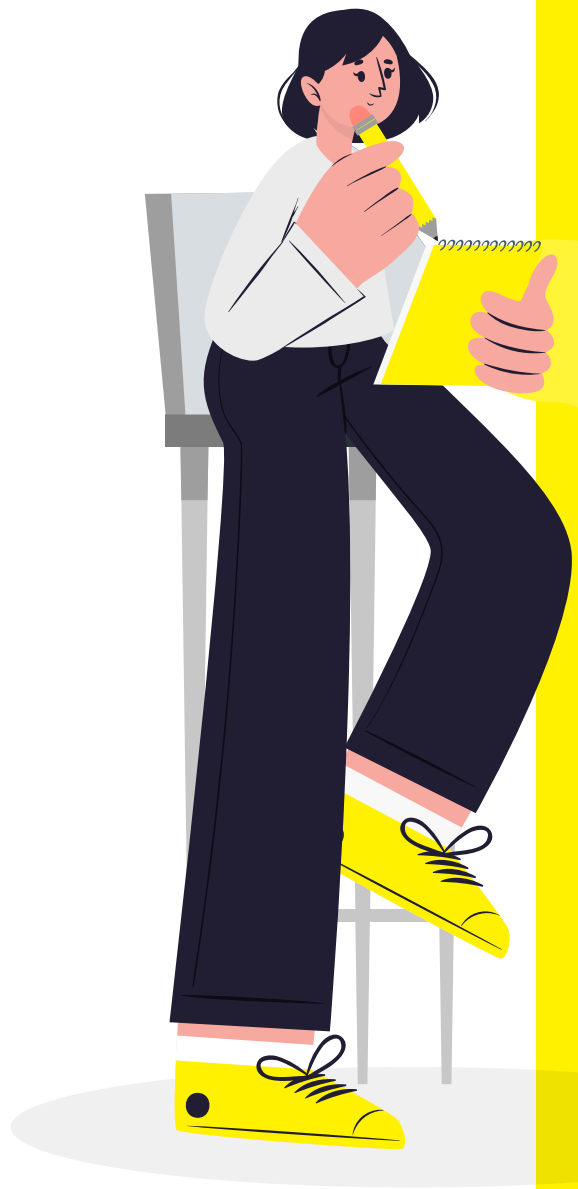
1. What are the recent trends in emerging formats of native advertising for prescription drug products? How might these trends have bearing on the balance of information presented to consumers through this venue?
2. What are the challenges for consumers and HCPs in identifying native ads as promotional material? How might these challenges vary between consumer demographics?
3. What are the public health considerations related to emerging formats of prescription drug native advertising? How might these considerations vary between different consumer demographics?
4. Where do you see the prescription drug native advertising appearing in the future?
5. How do emerging digital marketing strategies differ from legacy marketing strategies? What new regulatory and public health considerations might these strategies present?

Break

2:45 – 3:00 pm ET

Session 3: Patient and Consumer Experiences with Promotion on Digital Platforms, with a Focus on Presentation of Risk Information

3:00 – 4:00 pm ET



Patient Influencers

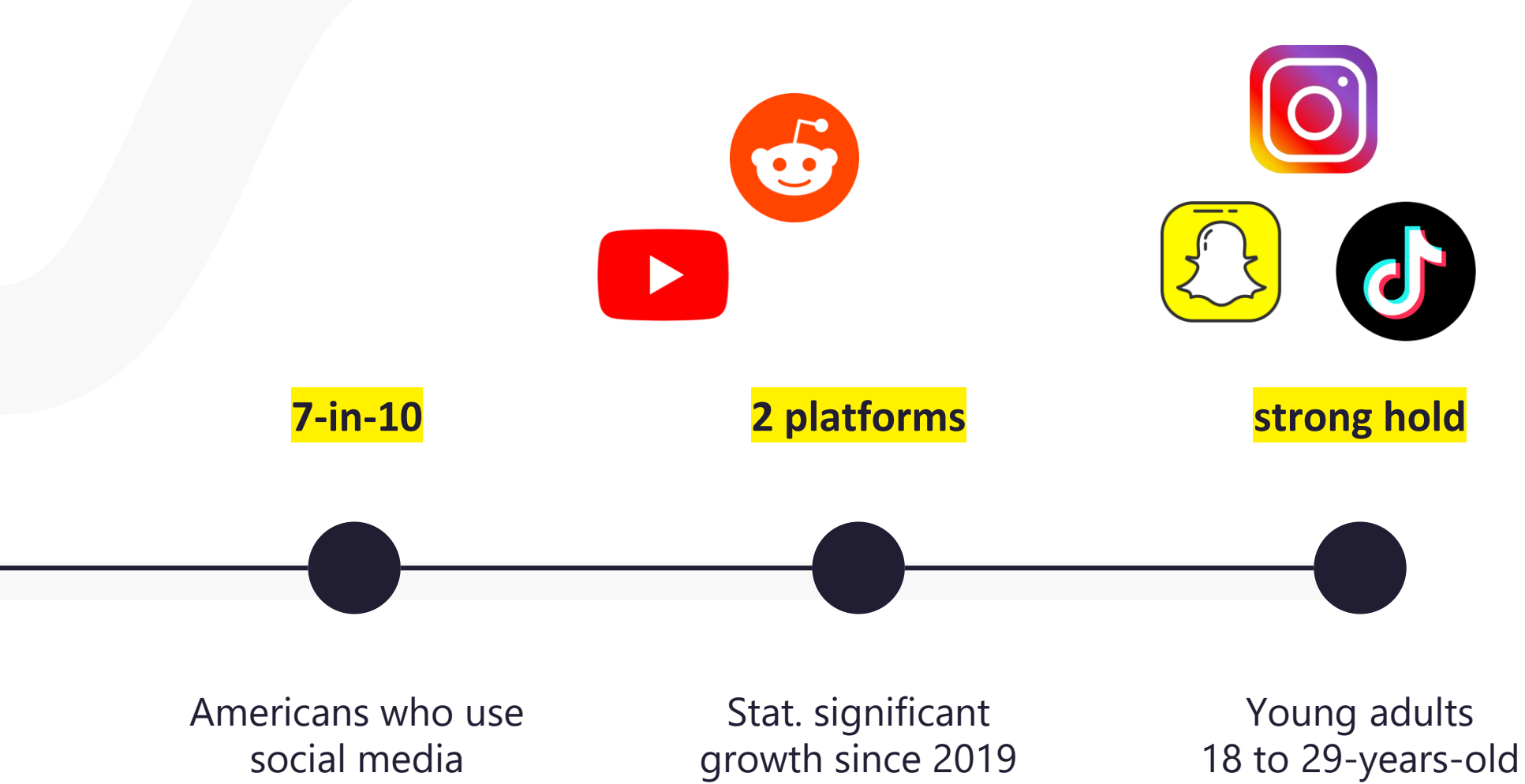
Paid Patient Influence in Pharmaceutical Advertising



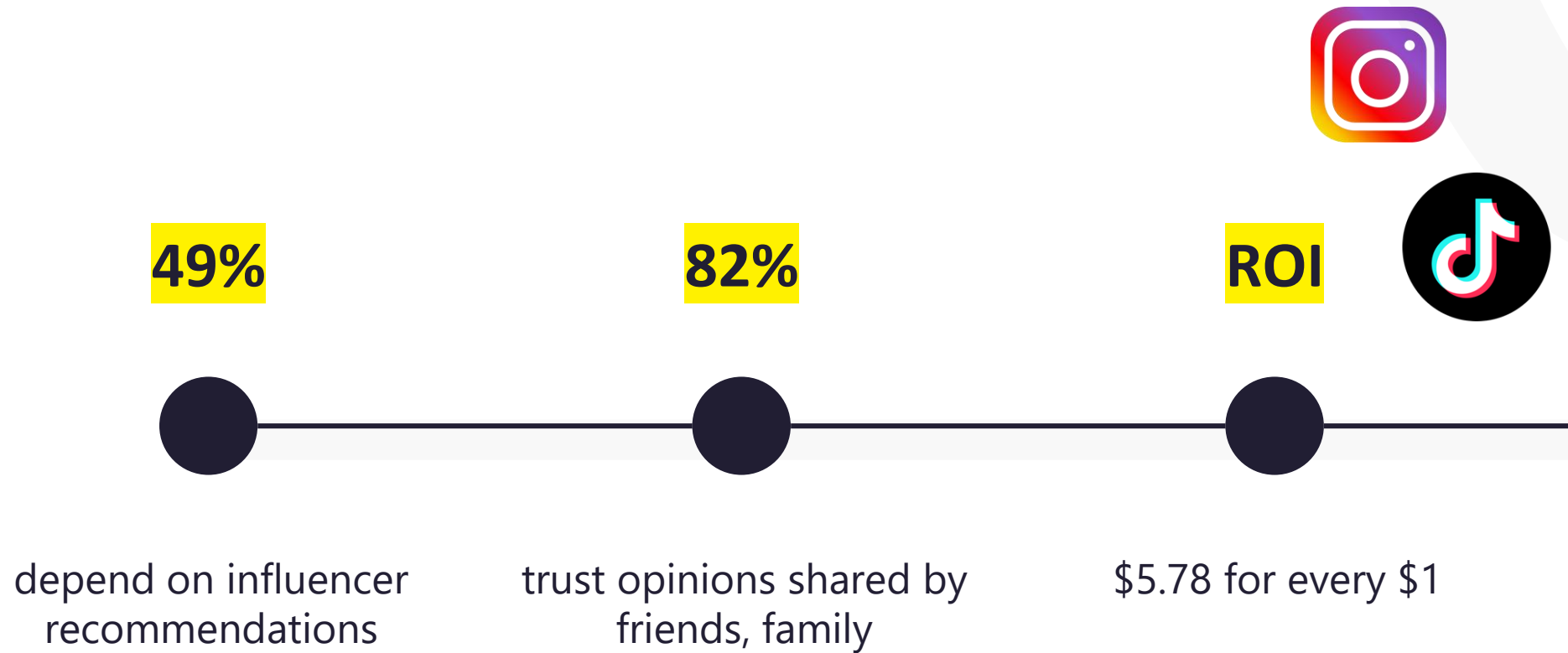
Erin Willis, PhD, MPH
University of Colorado Boulder



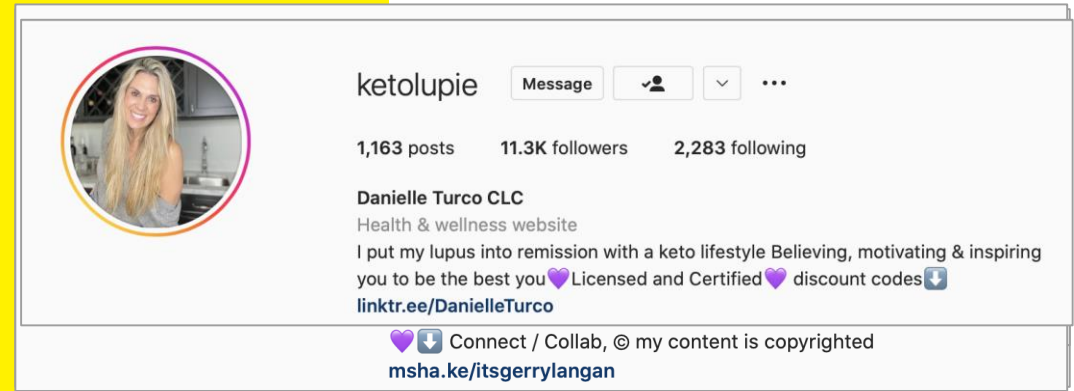
Social Media Use



Influencer Marketing



Patient Experience

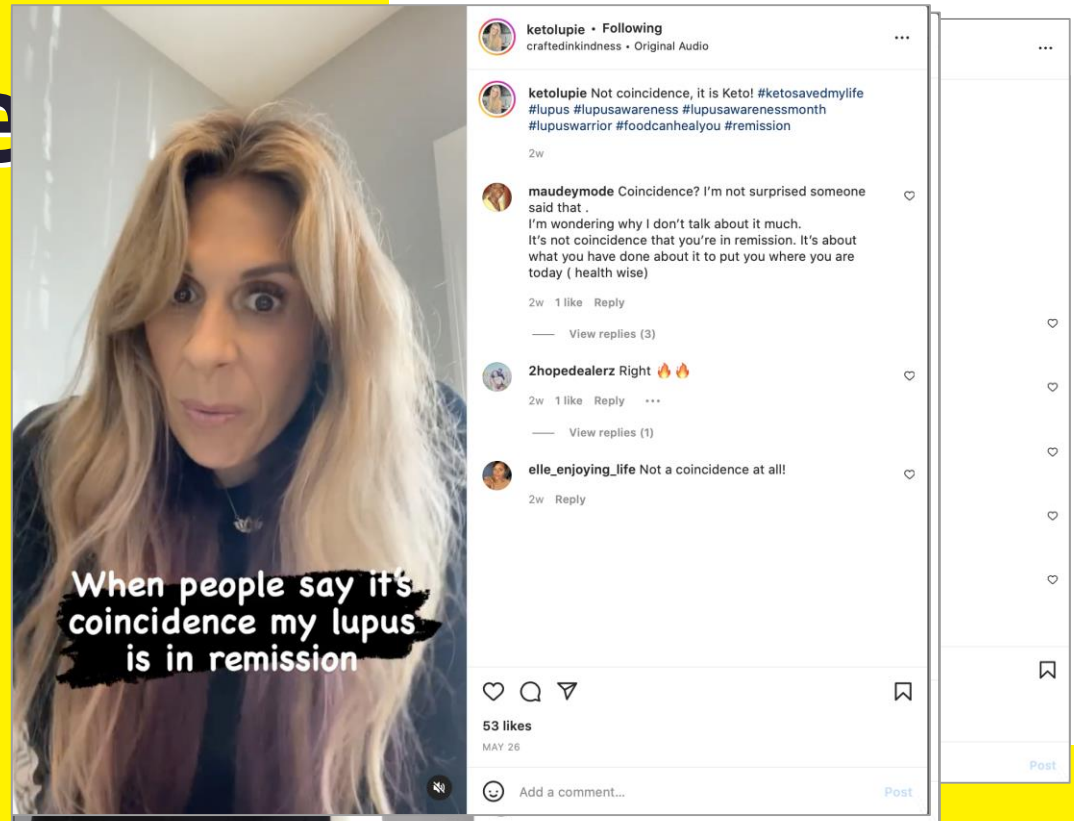


ketolupie Message 👤 ⌵ ⋮

1,163 posts 11.3K followers 2,283 following

Danielle Turco CLC
Health & wellness website
I put my lupus into remission with a keto lifestyle Believing, motivating & inspiring you to be the best you 💜 Licensed and Certified 💜 discount codes 📌
linktr.ee/DanielleTurco

💜 📌 Connect / Collab, © my content is copyrighted
msha.ke/itsgerrylangan



ketolupie • Following
craftedinkindness • Original Audio

ketolupie Not coincidence, it is Keto! #ketosavedmylife #lupus #lupusawareness #lupusawarenessmonth #lupuswarrior #foodcanhealyou #remission
2w

maudeymode Coincidence? I'm not surprised someone said that.
I'm wondering why I don't talk about it much. It's not coincidence that you're in remission. It's about what you have done about it to put you where you are today (health wise)
2w 1 like Reply
— View replies (3)

2hopedealerz Right 🔥🔥
2w 1 like Reply ...
— View replies (1)

elle_enjoying_life Not a coincidence at all!
2w Reply

53 likes
MAY 26

Add a comment... Post

In-depth Interviews

**Institutional Review Board
N=37 interviews, N=17 people of color**

**Health Union, digital health company
Snowball sampling**

Some highlights:

- disease awareness
 - information gap
- "talk to your doctor"

“We are the CEO and stakeholder of our health...

We do have some control in that our overall health status and how we approach health can really affect the outcomes of our life.”

—Kristal, fibromyalgia



“I think followers would like authentic and genuine information. Information that is not biased, not promotional.

People really first have to believe in what they’re sharing and do the same, right? So if they are promoting something, they should be using it and believe it works.

It’s not just for the money.”

—Ella, cystic fibrosis



Current Research

Let's get busy!

Definition

Micro-influencer, patient advocate, just a patient?

Ethical Practices

Who is responsible for guidance on industry practice?

Health Education

Channels for disease self-management strategies?

Cultural Inclusivity

Fills gap for patients of color and tailored information.

Session 3: Patient and Consumer Experiences with Promotion on Digital Platforms, with a Focus on Presentation of Risk Information

Moderator:

- **Mark McClellan**, Duke-Margolis Center for Health Policy

Panelists:

- **Tony Cox**, Indiana University
- **Sneha Dave**, Generation Patient
- **Andrea Downing**, the Light Collective
- **Brittne Kakulla**, AARP
- **Erin Willis**, University of Colorado Boulder

Session 3: Patient and Consumer Experiences with Promotion on Digital Platforms, with a Focus on Presentation of Risk Information

1. What are the predominant emerging trends and formats in digital promotion of prescription drugs to consumers and patients? What are the public health considerations presented by these new formats?
2. What are some real-world applications of emerging digital marketing strategies (such as use of hashtags, use of influencers, short-form video, etc.)?
3. What are the common types of risk presentations on digital platforms (for example scrolling ISI, links, etc.)?
4. What are the emerging formats and settings of risk presentation on digital platforms (for example call to action or captions on short form video)? How might certain risk profiles lend themselves to certain emerging formats or settings?
5. How might current and emerging formats impact adequately communicating risks on balance with benefits to consumers and/or HCPs?
6. What are some best practices for presenting risk information on emerging digital platforms?

Session 4: Health Care Provider Experiences with Emerging Trends and Formats in Prescription Drug Digital Promotion

4:00 – 5:00 pm ET



Session 4: Health Care Provider Experiences with Emerging Trends and Formats in Prescription Drug Digital Promotion

EVELYN R. HERMES-DESANTIS, PHARMD, BCPS
PROFESSOR EMERITA,
RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY
DIRECTOR OF RESEARCH AND PUBLICATIONS
PHACTMI

Emerging trends and formats

- ▶ **Omnichannel**

- ▶ Social media

 - ▶ Facebook

 - ▶ Instagram

 - ▶ Twitter

 - ▶ Tiktok

 - ▶ LinkedIn

 - ▶ Epocrates

 - ▶ Doximity

 - ▶ Sermo

- ▶ Videos

- ▶ Podcasts

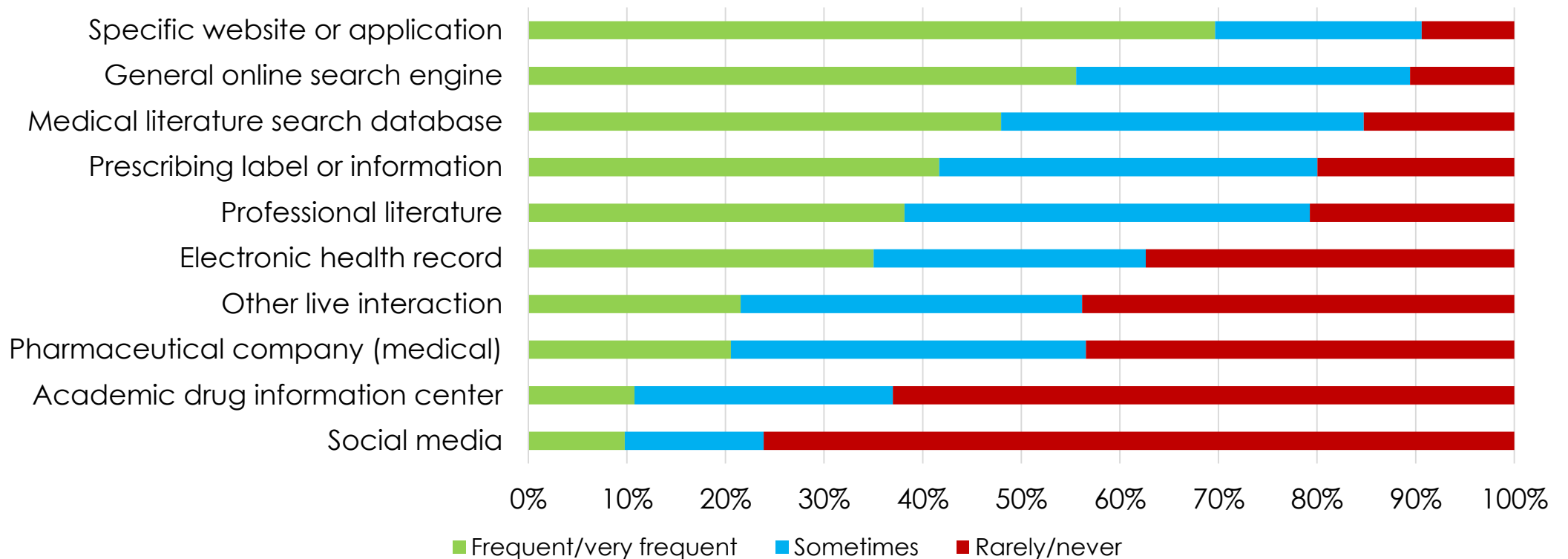
- ▶ Device specificity – mobile first development

- ▶ Targeting specific groups by specialty

Observances of a healthcare professional

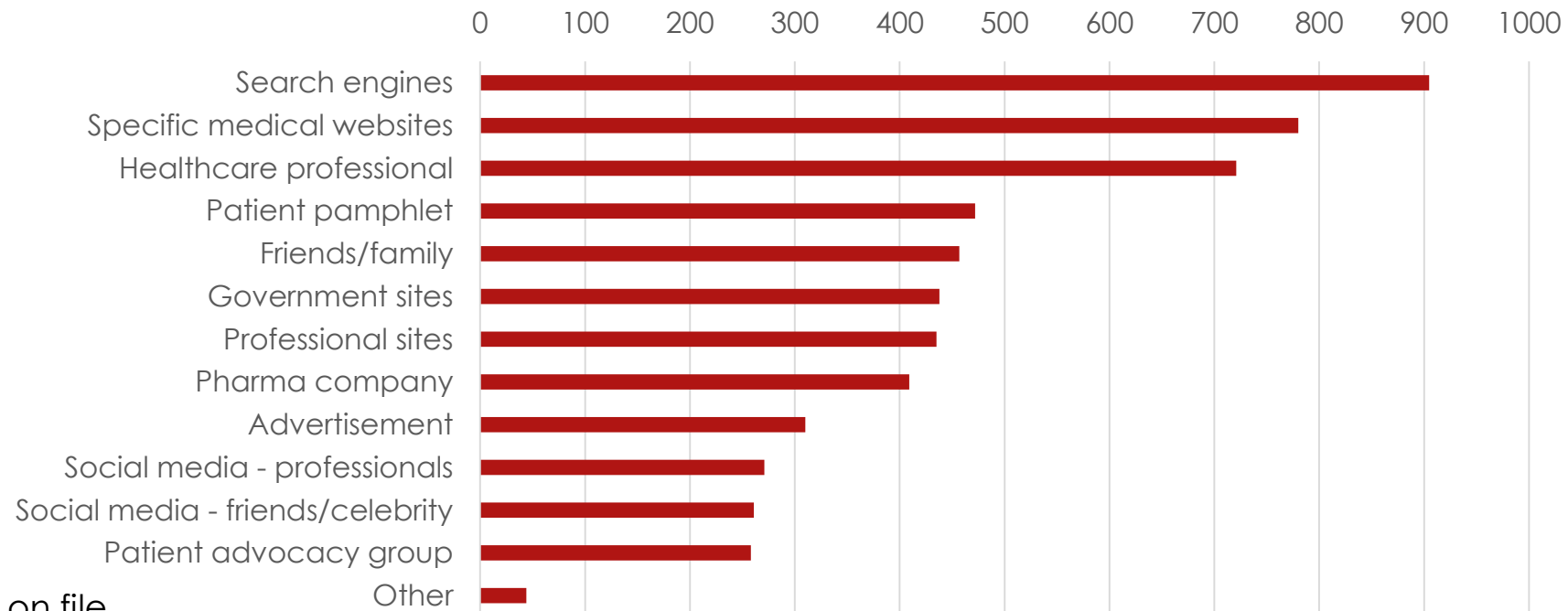
- ▶ Marketing materials may build awareness, won't sway my decisions.
- ▶ Educational content is more important than the "brand story".
- ▶ Sometimes difficult to find the information I'm looking for.
- ▶ Wonder what others do with the information?

Where HCPs search for information? (n=512)



Patient utilization of information

- ▶ phactMI conducted survey of 1000 patients and caregivers
- ▶ Sources searched or received information



Action taken with information

Full survey
population
(n=1000)

▶ Actively sought:

- ▶ 56% Discussed information with HCP
- ▶ 45% Use for my own education
- ▶ 40% Reinforce knowledge/belief
- ▶ 33% Help me feel more confident

▶ Passively received:

- ▶ 45% Discussed information with HCP
- ▶ 41% Use for my own education
- ▶ 27% Reinforce knowledge/belief
- ▶ 19% Help me feel more confident

Action taken with information

Full survey population (n=1000)

▶ Actively sought:

- ▶ 56% Discussed information with HCP
- ▶ 45% Use for my own education
- ▶ 40% Reinforce knowledge/belief
- ▶ 33% Help me feel more confident

▶ Passively received:

- ▶ 45% Discussed information with HCP
- ▶ 41% Use for my own education
- ▶ 27% Reinforce knowledge/belief
- ▶ 19% Help me feel more confident

Users of Social Media (n=261)

▶ Actively sought

- ▶ 60% Discuss information with HCP
- ▶ **38% Share information with friend**
- ▶ 38% Reinforce knowledge/belief
- ▶ **36% Changed how taking medication on my own**
- ▶ 36% Used for own education

▶ Passively received

- ▶ 52% Discuss information with HCP
- ▶ **35% Started medication on my own**
- ▶ **34% Share information with friend**
- ▶ 33% Used for own education

Conversation with an HCP

- ▶ **Actively sought (n=556)/Passively received (n=447)**
 - ▶ **44% / 41%** Felt more confident discussing information
 - ▶ **42% / 40%** Asked about new medication, started new medication
 - ▶ **42% / 33%** Asked about/monitored for side effect
 - ▶ **40% / 40%** Prompted me to ask questions
 - ▶ **30% / 32%** Changes made to my current medications
 - ▶ **27% / 27%** Asked about new medication, did not start
 - ▶ **16% / 17%** Asked about new disease state

Thank you

For any additional questions, please reach out”

Evelyn R. Hermes-DeSantis, PharmD, BCPS

Professor Emerita, Rutgers, The State University of
New Jersey

Director, Research and Publications, phactMI

evelyn@phactMI.org

Session 4: Health Care Provider Experiences with Emerging Trends and Formats in Prescription Drug Digital Promotion

Moderator:

- **Nancy Allen LaPointe**, Duke-Margolis Center for Health Policy

Panelists:

- **Dale Cooke**, PhillyCooke Consulting
- **Evelyn Hermes-DeSantis**, PhactMI, Rutgers
- **Reshma Ramachandran**, Yale School of Medicine

Session 4: Health Care Provider Experiences with Emerging Trends and Formats in Prescription Drug Digital Promotion

1. What are the predominant emerging trends and formats in digital promotion of prescription drugs to health care providers? What are the public health considerations presented by these new formats?
2. What are health care provider perceptions of information provided through promotional messages in the digital space and how might this differ by format/venue? To what extent and within what contexts/applications are health care providers utilizing information provided through promotional messages to inform clinical care decisions?
3. How are health care providers interacting with key opinion leaders with regard to prescription drug promotion? How might provider perceptions of content differ with regard to promotional compared with educational content?
4. How might the various types of existing and emerging digital marketing strategies either increase or decrease decisional conflict for patients and/or impact patient, HCP, and patient-HCP decision making? How does this compare with legacy marketing strategies?

Adjournment

The Future of Prescription Drug Promotion and Digital Marketing

September 14, 2023

Thank You!

Contact Us



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dukemargolis@duke.edu



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