



## DRUG ADS EXERCISE SERIES INFORMATION AND LEARNING OBJECTIVES

Welcome to the PharmedOut **Drug Ads Exercise** series, designed to help you educate students and health care providers about pharmaceutical marketing tactics. We have used real examples to encourage critical thinking skills and foster appreciation of evidence-based medicine.

The three presentations can be used separately, together, or as individual slides for tailored presentations. We ask only that you credit PharmedOut, and that you don't remove our logo from the slides. We would very much appreciate knowing how the modules are being used, and how audiences react - all feedback is welcome! Contact information is below.

**Drug Advertising Tactics** (60 slides): This core presentation explores pharmaceutical advertising in medical journals, indirect drug marketing, deceptive use of figures, and misleading claims, and disease mongering. It also compares relative and absolute risk. Distinguish between absolute risk and relative risk.

### **Learning Objectives:**

1. Distinguish between absolute risk reduction and relative risk reduction, and explain the advantages and disadvantages of communicating research results using these concepts.
2. List ways to evaluate the validity of health claims in pharmaceutical advertising.

**Misleading Ads and FDA Warnings** (31 slides): This presentation focuses on misleading ads found to be in violation of FDA policies.

### **Learning Objectives:**

1. List three types of problems the FDA has identified in pharmaceutical ads.
2. Describe the FDA's Bad Ad program.

**The Lifecycle of a Drug** (54 slides): This presentation covers the marketing timeline for a drug, including prelaunch promotion, launch, and active marketing. Patent extension strategies and me-too drugs are also covered.

### **Learning Objectives:**

1. List three strategies for patent extension of a drug.
2. Describe the advantages and disadvantages of enantiomers with regard to clinical efficacy.
3. Describe the advantages and disadvantages of so-called me-too drugs.

Versions: PowerPoint versions are compatible with PCs and MACs. The PDF file is a universal format that can be used on PC, Mac, and mobile devices. To view a PDF file as a presentation, open the PDF file, click "view" on the menu bar, and then select "full screen."

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