

September 27, 2017

Draft

Question #8

Should we consider the impact of Direct to Consumer Advertising and utilization of coupons?

Yes

Any Educational effort regarding Direct to Consumer Advertising and utilization of coupons should be reviewed to:

1. Outline the financial impact to the individual consumer
2. Consider both immediate and long term cost implications
3. Increase awareness of actual cost and potential financial benefit or detriment
4. Increase awareness of the factors impacting the effectiveness and cost of name brand versus generic medications
5. Alert the consumer to the importance of always consulting your physician before starting a new medication or changing a medication. This includes both scripted medications and over the counter medications.