



DTCA: A New Zealand Perspective



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Overview

- Outline current DTCA context
- Discuss results from major consumer survey
 - Relationship to FDA surveys
- Evidence from surveys of doctors
- Explore implications for DTCA regulation





New Zealand Regulation

Self-regulatory “user-pays” model

- Advertising Standards Authority Code for Therapeutic Advertising
 - Links with Medicines Act 1981 and Medicines Regulations 1984
- Therapeutic Advertising Pre-Vetting System
 - Mandatory pre-vetting of all advertising making therapeutic claims





Current DTCA Context

Strong lobby groups – on both sides of the debate

- 2001 Ministry of Health review recommended:
 - Maintenance of self-regulatory approach
 - More restrictive guidelines
- 2003 report by doctors led to renewed calls for a ban on DTCA
 - Mail (attitude) survey of GPs
 - Attitude survey of consumers
 - Concluded that there was consumer and GP support for a ban





Current DTCA Context

- Very little independent research to examine topic
 - 2000 review of compliance
 - Quite high non-compliance, but prior to mandatory pre-vetting
 - Surveys of health professionals
 - Reveal some benefits of DTCA
 - But rather controversial and achieved low response rates
 - Absence of a tailor-made New Zealand consumer survey...





Consumer Survey

- Examined:
 - Awareness of DTCA (brands and media)
 - Views of a specific DTCA advertisement
 - Attitudes to DTCA
 - Forced choice statements
 - Replicated some FDA statements
 - Behavioural reactions to DTC





Consumer Survey

Mail survey of 1042

- Systematic sample drawn from NZ electoral roll (all adults 18+)
- Stratified by electorate
 - Over-sampling in Maori electorates
- Initial mailout + 2 reminders = 64% response rate





Results: Awareness of DTCA

High levels of prompted awareness

- Very high awareness of some drugs
 - Awareness tended to be related to demographic traits

	Total	Women	Men
Viagra	88	87	90
Xenical	80	84	76
Flixotide	78	82	75
Reductil	64	67	61





Results: Awareness of DTCA by Medium

Medium	NZ Survey (N=616)	FDA 99 (N=688)	FDA 02 (N=762)
Television	98	94	97
Magazine	60	66	75
Newspaper	41	29	32
Radio	37	28	31
Direct mail	15	17	22
Billboards	9	--	--
Internet	9	9	16





Results: Awareness of DTCA Information

Information	NZ Survey Television (N=516)	NZ Survey Print (N=401)	FDA 99 (N=688)	FDA 02 (N=737)
Benefits	82	82	87	90
Indicated users	61	54	76	74
Questions for GP	49	36	63	71
Usage directions	36	33	34	35
Indicated non-users	29	28	81	89
Risks and side effects	20	27	82	90





Results: Accessibility of Information

	Mean Scores	
	NZ Survey	FDA 99 ¹
Recognition of drug status (TV)	3.4	4.1
Recognition of drug status (Print)	3.4	3.8
Readability of end Screen (TV)	2.2 ²	

1. Scores reversed to equalise the scales used
2. FDA survey did not ask equivalent question





Results: Attitudes to DTCA

% Agreement

	Total	Asked GP about drug
Rely more on medicines	29	13
More aware of options	64	84
Confused by information	30	20
Understand information	59	69
Over-emphasise benefits	60	53
Provide balanced details	30	40
Demand medicines	26	18
Have better discussions	61	75





Results: Attitudes to DTCA

	% Agreement	Mean	Asked GP Mean	99 FDA
Improve awareness	91	4.1	4.3	4.2
DTCA helpful	61	3.4	3.8	
Better health decisions	52	3.4	3.7	3.0
Confuses people	37	3.0	2.7	
Difficult to understand	15	2.7	2.6	
Only safest drugs promoted	15	2.6	2.6	2.3
DTCA should be banned	11	2.3	1.8	





Results: Attitudes to DTCA

	Agreement	Mean	Asked GP Mean	99 FDA
More risk information	78	4.0	4.0	3.4
More benefit information	52	3.5	3.7	3.1
Better than they are	44	3.2	3.0	3.5
Trust DTCA	29	2.9	3.2	
Too much risk information	5	2.2	2.2	
Enough info to discuss with GP	67	3.6	3.8	3.6
Better discussions with GP	64	3.6	4.0	3.5
Make GP unnecessary	41	3.0	2.9	2.1



Results: Behaviour

Response...	NZ Study	FDA 99	FDA 02
Received prescription	57	50	49
Other Rx medicine	23	32	34
Lifestyle changes	14	29	41
Medicine not needed	13	15	13
OTC recommended	2	14	14





NZ and US Experience of DTCA

Strong similarities in:

- Patterns of media exposure
 - Minor differences probably attributable to development stage
- Overall attitudinal responses very similar
- Proportion of prescriptions resulting from DTCA

Sharp differences in:

- Recollection of risk and side effect information
- Perception of DTCA balance
- Effect on role of doctor
- Alternatives to medicines suggested





Implications

What can NZ learn from US experience?

- Need for greater balance between risk and benefit information
- More informative advertising
 - Use of voice overs
 - Movement away from strong emotional appeals
 - Better formatting and integration of television end-screen information
- Clarification of doctors' role
 - Insertion of statements reinforcing this





Conclusions

NZ and US Consumers generally positive about DTCA

- Useful input into health management
- Strong opposition to ban on DTCA
- May improve relationship with doctors

"Advertising says to people, 'Here's what we've got. Here's what it will do for you. Here's how to get it.'"

Leo Burnett

On-going challenge to DTCA to continue meeting these criteria

