DRUG COMMERCIALS: AN

INCOMPLETE PRESCRIPTION

RANKING AND RATING OF TV

DRUG ADVERTISEMENTS

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# Purpose

The objective of this book is to promote awareness of the information provided by TV drug advertisements. This book is not an evaluation of drugs or drug companies. As pharmacists, the authors of this book are advocates of medications. The authors hope that users are aware of the benefits and risks when taking medications.

This book is an attempt to evaluate commercials used to promote drug products. The purpose is to create an objective metric that can be used to quantify the content provided in each advertisement as well as to rank commercials based on this metric. The goal is to incentivize drug companies to review this metric and apply it as a template to provide valuable information to consumers. By providing valuable information in TV drug advertisements, the aim is to promote appropriate medication utilization and avoid potential drug adverse reactions.

# Background

Everyday TV channels show commercials for drugs that the usual person has never heard of. One will see an advertisement showing a young adult in his 40s actively running around with young kids. The tone then shifts, and a deep voice quickly mentions all side effects of the drug including swelling and death. Then, the last few seconds of the advertisement mentions the drug can cost as little as $5. From the advertisement, a consumer may think that the drug will make them active, have swelling, and only need to pay $5. But this is not the reality for all people.

Drug companies are constantly running new TV commercials for their products. In fact, it is reported that Americans watch approximately 15 hours of prescription drug commercials per year.1 The public watches these drug advertisements and is expected to know what a sulfonylurea is. Unless the person has a medical background or is taking a sulfonylurea, he or she would be unaware of what that is. The information provided in these commercials may lead to some misconceptions about whether they should even be on that drug.

TV drug advertisements have a habit of listing the many possible side effects within seconds. The consequence of this practice can create a bias termed the dilution effect. When information is listed off, it affects a person’s overall conclusion about the information. For example, an experiment was done in which two groups of people were presented with the same information, but one group had a 4% shorter version. The results found the group that heard the commercial in its entirety rated the drug lower in its overall severity of side effects, compared with the group with the 4 percent shorter version. This bias can affect the public’s view of the drug.1.1

This advertised push for the consumer to be on a drug can be harmful for patients. Polypharmacy, or the regular use of at least five medications, is a concern across the nation as it increases the risk of adverse drug reactions. It is reported that up to 91% of patients in long-term care take at least five medications daily.2 This lack of clear transparent information can cause misconceptions to both patients and providers about the efficacy and safety of initiating an advertised drug.

# Rating System

In order to show some of the omissions from drug advertisements and some of the misconceptions the public may have after watching the commercial, a rating scale was developed to evaluate the adequacy of clinical information provided. This rating scale can help consumers and providers differentiate between the adequate and more inadequate commercials being shown. The ultimate goal is to have a tool to assess how well informed the public would be about the risks of taking a drug from its advertising.

Rating scale was developed as a 10-point scale which assesses the following criteria:

1. Did the advertisement explicitly state what the product’s indications?
2. Did the advertisement mention statistics to show efficacy of the product?
3. Did the advertisement mention where the product falls in place of therapy?
4. Did the advertisement clearly state the frequency and route of administration of the drug?
5. Did the advertisement compare the drug to other comparable agents?
6. Did the advertisement mention serious adverse drug reactions?
7. Did the advertisement mention common adverse drug reactions?
8. Did the advertisement mention any monitoring parameters?
9. Did the advertisement mention any interactions between this product and others?
10. Did the advertisement mention a cost of the medication?
11. Did the advertisement mention any contraindications?
12. Did the advertisement mention the use of the medication in specific patient populations?

The advertisement was ranked on a scale of 0-12 based on the criteria. The rating results were reported as percentages. There are some limitations to the rating system. For example, the evaluation of whether cost was mentioned can be misleading as the best possible scenario is commonly advertised. The advertisement can claim a drug can be as little as $5 using a copay card long as the terms and conditions apply. However, if the patient cannot use the copay card, the drug can cost thousands of dollars each month.

Furthermore, the rating system does not evaluate whether it is clear how often the consumer can expect frequency of side effects. Drug advertisements typically do not state frequency of expected side effects which can cause misconceptions to the public. Also, the rating system does not consider the technical language used in the commercial. The commercial may list medical terminology not typically understood by the public.

The rating system developed is meant to be an initial way for anyone to quickly assess the commercial as a whole.

# Evaluation of TV Advertisements

The system rating was implemented to evaluate different TV drug commercials which ran from 2018-2020. The commercials ranged from herbals, OTCs, to prescription drugs. The commercials were rated a certain percentage and will be discussed in greater detail.

1. **Aimovig (Erenumab-aooe)  
   Commercial:** [**https://www.ispot.tv/ad/IeD1/aimovig-i-am-here#**](https://www.ispot.tv/ad/IeD1/aimovig-i-am-here)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Aimovig | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | **33%** |

What the commercial did right:

The commercial adequately mentioned the indication of the drug to prevent migraine. The advertisement also mentioned the potential effectiveness of the drug in some people as well as the dosing of the drug. This can tell a person what he or she should be expecting if deciding to utilize this medication. The drug also mentioned some of the common side effects to expect if using this medication.

How the commercial could improve:

There was no mention of where this drug falls in line of therapy according to guidelines. There was also no mention how this agent compares to other agents like propranolol to prevent migraines. Furthermore, a patient may want to know the approximate price of the drug before considering to obtain this medication. Cost can be a deteriorating factor for patients to not pick up medications and having a cost estimate can empower patients to consider the benefit versus cost of using this drug.

* This commercial states Aimovig is a once monthly injection for migraine prevention, and it can cut migraine days per month in half or more.
* This commercial does not state place in therapy, cost, serious adverse events, monitoring parameters, contraindications, or specific populations this could be useful for.

1. **Aleve (Naproxen Sodium)  
   Commercial:** [**https://www.ispot.tv/ad/I28S/aleve-still-thinking#**](https://www.ispot.tv/ad/I28S/aleve-still-thinking)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Aleve | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | **25%** |

What the commercial did right:

The commercial mentioned the indication of this medication. Furthermore, the commercial mentioned how it compared to another agent by claiming it was better for pain and lasts longer than Tylenol.

How the commercial could improve:

Even though the commercial claimed superiority to Tylenol, there was no data provided. Data provided from a clinical study would validate the claim of this commercial. The commercial did also not mention any side effects or contraindications of this drug. Even though useful to relieve pain, Aleve can increase risk of GI bleed, may decrease blood flow to kidney, and may cause stomach upset. These side effects can be serious, and the public should be aware of the risks especially since this is an OTC drug that is easily attainable. Furthermore, NSAIDS like Aleve are typically not recommended in people taking antiplatelets and blood thinners like warfarin, Plavix, or Xarelto. Taking time to increase awareness of these side effects in the commercial can decrease adverse drug reactions and prevent hospitalizations.

* This commercial states that Naproxen is for pain relief and is better at controlling pain compared to Tylenol. It also sates it lasts longer than most NSAIDS.
* The commercial does not state place in therapy, efficacy, contraindications, monitoring parameters, or possible common/serious adverse drug reactions. The most common is increased risk of bleeding especially if on other therapies such as antiplatelet or anticoagulation.

1. **Alka-Seltzer Plus PowerMax Gels  
   Commercial:** [**https://www.ispot.tv/ad/nvBw/alka-seltzer-plus-maximum-strength-powermax-gels-**](https://www.ispot.tv/ad/nvBw/alka-seltzer-plus-maximum-strength-powermax-gels-)**skip-to-coldrelief**

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Alka-Seltzer Plus | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | **8%** |

What they did right:

The advertisement mentioned the use of the medication as cold relief and displayed the products and a cold symptom of sneezing.

How they could improve:

The advertisement failed to mention the active ingredients of the medication. Contrary to common belief, this product does not contain aspirin or citric acid as active ingredients. Instead, the active ingredients are acetaminophen, dextromethorphan, and phenylephrine. It is never clear what the ingredients even are or how often to take this medication. These ingredients by themselves have risks associated. Like previously stated, acetaminophen can cause acute liver failure and therefore it is not recommended to surpass a total daily dose of 3-4 grams per day. High doses of dextromethorphan can cause euphoria and hallucinogenic effects. Phenylephrine is a substance that is used for decongestion but can cause insomnia, jitteriness, and increase blood pressure. 11

There is no mention of the recommended caution of taking this medication with alcoholic liver or that consuming 3 or more alcoholic drinks per day with this medication may increase the risk of liver damage. Also, there is not mention of how long this medication should be used for and when to seek help from a doctor. For the safety of the consumers, it would be useful for them to know to notify health care provider if cold symptoms get worse while taking this medication or if they last more than 7 days or if fever lasts more than 3 days. 11

Because this product has three active ingredients which introduces the risk of interactions with other medications which is never mentioned in the advertisement. One of the ingredients can interact with common antidepressants and can increase risk of a serious condition called serotonin syndrome. Lastly, there was not mention of the cost of the product or the fact that some states regulate who can purchase this product as it contains dextromethorphan. 11

* The commercial stated that Alka-Seltzer Plus PowerMax Gels are indicated for common cold relief.
* The commercial does not state other potential therapies for the common cold, this medication efficacy, or common/serious adverse drug reactions.

1. **Benadryl (Diphenhydramine)  
   Commercial:** [**https://www.ispot.tv/ad/7Llp/benadryl-pollen-vs-benadryl**](https://www.ispot.tv/ad/7Llp/benadryl-pollen-vs-benadryl)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Benadryl | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | **17%** |

What they did right:

The advertisement properly mentioned the use of the medication for allergy. Also, the advertisement mentioned how Benadryl is more effective than another agent Claritin which increases the validity of the product and advertisement.

How they could improve:

Even though the advertisement did claim Benadryl is superior to Claritin, it never mentioned the extent of superiority or the extent of efficacy. There was no mention of the dosing that is recommended for the product. A customer may think this is a one daily medication but according to drug database, the recommended dosing for allergy symptoms is 25 mg every 4 to 6 hours or 50 mg every 6 to 8 hours as needed compared to once daily Claritin.12 In fact, in small writing, the advertisement mentions that the study that found Benadryl superior was of a dose of three times daily. Furthermore, there was no mention of other agents besides Claritin or Benadryl. According to AAFP, the treatment for allergy should include second-generation antihistamines which are less sedating than Benadryl. Unless the patient is seeking drowsiness, Benadryl may not be most adequate as first line.

There was no mention of side effects or their frequencies, and also did not mention any contraindications that the medication has like hypersensitivity, its use as an anesthetic, or its use in nursing mothers or newborns. The side effects typically associated with this medication are sedation and anticholinergic effects such as dry mouth, urinary retention, confusion, etc.

In fact, due to its highly anticholinergic effects, Benadryl is listed in the 2019 Beers Criteria for potentially inappropriate medication use in older adults. The recommendation is to avoid in those aged 65 or older as there is the risk of confusion, constipations and other anticholinergic toxicities. From this 14-second commercial, there would be no way to know all this information. Lastly, the advertisement also failed to include price of the medication.

* This commercial states the medication is for relieving allergy symptoms. It also states that that it controls allergy symptoms better than Claritin.
* The commercial does not state the efficacy of Benadryl, common/serious adverse drug reactions, or contraindications.

1. **cbdMD  
   Commercial:** [**https://www.ispot.tv/ad/nmLq/cbdmd-conquer-the-day#**](https://www.ispot.tv/ad/nmLq/cbdmd-conquer-the-day)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| cbdMD | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | **0%** |

What they did right:

The advertisement displayed their CBD products.

How they could improve:

The advertisement did not provide any clinical information for patients or providers. The advertisement did not even mention what this product could be used for. The commercial claimed CBD can help “conquer the day” which is vague statement with no specific indication. Patients may see this commercial but will not know why they would use this product which may lead to inappropriate use.

Furthermore, there is no indication if the medication works by the commercial. The only FDA approved

CBD is Epidiolex, and it is used for the treatment of seizures associated with Lennox-Gastaut syndrome or Dravet syndrome. Furthermore, there is no mention of how often one would need to use this product.8

Cannabidiol has many side effects reported including (25%), fatigue (13%), nausea (10%), vertigo (7%), diarrhea (6%), dry mouth (6%), etc. There are other more serious concerns in taking cannabidiol including an association with adverse cardiovascular effects in heart rate and blood pressure. Another concern is the association with changes in mood, cognitive performance, memory, impulsivity, and coordination. The public would not know about these potential risks from the TV commercial itself.8

Similar to its many side effects, cannabidiol can cause many drug interactions. It may increase heart rate when taken with anticholinergic drugs such as Atarax, Elavil, Dramamine, Flexeril, Ditropan, etc. Additionally, it can enhance central nervous system depression with antidepressants, pain medications, antipsychotics, etc. It may decrease the efficacy of hormonal contraceptives and increase the effects of warfarin.9 Therefore, not only is it important for patients to be aware of these interactions if they were to choose a cbdMD product, but also patients should notify prescribers if they are taking cbdMD as it can affect therapy treatments. The advertisement failed to include any of those precautions or what to monitor while taking this medication. Lastly, there was no mention of cost. According to their website, a CBD Freeze Roller of 300 mg - 3 oz costs $29.99.

* This commercial did not state any important information about cbdMD.

1. **Chantix (Varenicline)  
   Commercial:** [**https://www.ispot.tv/ad/nYX4/chantix-slow-turkey-carnival**](https://www.ispot.tv/ad/nYX4/chantix-slow-turkey-carnival)

Rating:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Chantix | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | **50%** |

What they did right:

The advertisement accurately mentioned this product to quit smoking along with support. The advertisement did mention that support such as educational materials and counseling is to be used with this product. It would be interesting to see how many people on Chantix also have counseling or the adequate support to quit smoking. The advertisement also did a good job mentioning the most common side effect of nausea. It also mentioned serious side effects of changes in behaviors, aggressions, hostility, depressed mood, suicidal thoughts and actions, seizures, allergic reactions (contraindication), and sleep walking. As far as monitoring, the advertisement mentioned the side effects and to decrease alcohol and caution before operating vehicles.

How they could improve:

The advertisement failed to include the efficacy of the product. There was a study that found that 43.9% of participants taking Chantix abstained from smoking during weeks 9-12 compared to only 17.6% of participants taking placebo and 29.8% of participants taking Wellbutrin.13 The advertisement could have included the results of this study and could have claimed Chantix to be superior. The advertisements also did not compare this product to nicotine replacement therapy or if it can be used with other smoking cessation agents. It then falls on the prescriber and pharmacist to provide this education and with their busy schedules, this education may not take place, or it may not take place to the extent which it should. The advertisement also failed to mention the dosing and dosing in specific populations like renal or hepatic impairment. The duration of the treatment is 12-24 weeks and patients should be aware of this before they can decide on a product to quit smoking.

The commercial also did not mention the frequency of expected nausea or other common side effects that can be anticipated. According to drug database, the frequency listed of side effects are as follows: nausea 16%-40%, headache 12%-19%, insomnia 9%-19%, abnormal dreams 8%-13%, irritability 11%, suicidal ideation 11%, etc.14 It may be helpful to include these frequencies as to provide a more clear and transparent expectancies of side effects. The commercial also did not mention price but instead instructed users to go to CHANTIXpricing.com for information on cost. By using a GoodRx coupon for the starting month pack at CVS, the listed price a user will pay is $466.69.

* The commercial states that Chantix is indicated to help people quit smoking along with other supports such as education material and counseling. It also mentioned common/serious adverse drug reactions, and contraindications.
* This commercial failed to include the efficacy of the product. There was a study that found that 43.9% of participants taking Chantix abstained from smoking during weeks 9-12 compared to only 17.6% of participants taking placebo and 29.8% of participants taking Wellbutrin. There was no mention of potential cost.

1. **Entresto (Sacubitril and Valsartan)  
   Commercial:** [**https://www.ispot.tv/ad/nvMY/entresto-beat-goes-on-road-trip**](https://www.ispot.tv/ad/nvMY/entresto-beat-goes-on-road-trip)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Entresto | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | **58%** |

What they did right:

The advertisement mentioned how they medication is to be used for those with chronic heart failure. It even mentioned how it works to enhance the ability of the heart to pump blood to the body. The advertisement also mentioned the place of therapy of Entresto. It is to be used with other heart failure medicines in place of an ACE inhibitor or other ARB. The advertisement then mentioned how it was proven superior at people stay alive and out of the hospital than enalapril.

The commercial mentioned the adverse events of angioedema, low blood pressure, kidney problems, and high potassium. The advertisement also mentioned that this product shouldn’t be used if one is pregnant or don’t take with aliskiren or within 36 hours of taking an ACE inhibitor which are the contraindications. Lastly, the advertisement did mention a potential cost of as little as $10 copay for commercially insured patients.

How they could improve:

There was no mention of the efficacy from the study that showed Entresto to be superior to enalapril. There was also no mention that this is a twice daily medication. The commercial also did not mention any dosing for specific populations. The advertisement also did not mention the severity or frequency of side effects. The listed frequency of hypotension is 18%, increased potassium 4%-16%, etc. The other side effects not mentioned in the commercial include cough 9%, and dizziness 6%. The advertisement also failed to mention monitoring parameters while taking this drug. Kidney and electrolytes need to be evaluated while taking this drug and this usually includes a blood test drawn every 6-12 months. Lastly, for those with no insurance, a cheap GoodRx coupon price for a month supply is $572.96 at a CVS pharmacy. Depending on that price, some patients may not want to consider switching their lisinopril 40mg daily (GoodRx 30-day: $14.07) or losartan 100mg daily (GoodRx 30-day:

$27.42) to Entresto.15

* The commercial states that Entresto is indicated for heart failure in place of ace-I or arb therapy.
* The commercial does not state the potential high cost of Entresto compared to other agents, the efficacy, or the dose.

1. **Epclusa (Sofosbuvir and Velpatasvir)  
   Commercial:** [**https://www.ispot.tv/ad/I6uj/epclusa-hepatitis-c-medication#**](https://www.ispot.tv/ad/I6uj/epclusa-hepatitis-c-medication)

Rating:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Epclusa | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | N/A | 1 | **73%** |

What they did right:

The advertisement did a good job in clearly stating the indication to treat all main types of Hepatitis C genotypes 1-6 without cirrhosis or compensated cirrhosis. The advertisement also mentioned the efficacy of the drug to have a 98% cure rate. Someone watching this commercial will know what this drug is used for and can see how well it works. Consumers will also know that this is a one daily pill as stated.

The advertisement also did mention the US Boxed Warning of Hepatitis B flare up as a serious possible side effect. Additionally, the advertisement did mention the two most common side effects as also stated by a drug database of fatigue and headache. The advertisement also mentioned to tell their doctor if the patient has liver or kidney problems, HIV, or other medical conditions. It is important to include any specific patient populations within the advertisement.

The advertisement also did a great job mentioning drug interaction between amiodarone to potentially slow heart rate. It is important to clearly state the name of the interacting medication as patients who are on it can be aware of that interaction before deciding to inquire about the product.

How they could improve:

Even though the advertisement mentioned efficacy of the drug, they could have also mentioned how Epclusa compares to other agents such as Mavyret which has the same indications. Epclusa and the public could have benefited from a comparison of the two agents including the benefits of Epclusa. The advertisement could have mentioned how Epclusa is more patient friendly as it is one pill daily compared to Mavyret-3 tablets daily with food. Also, a price comparison could have shown Epclusa to be less expensive than Mavyret.

Even though the advertisement mentioned Hepatitis B flare up, it was not explicitly stated that the Hepatitis B virus could be reactivated with this medication. There was also no mention of monitoring parameters for patients taking this drug. It is recommended to assess effectiveness of medication by performing HCV RNA lab test during duration of the treatment and post treatment.10

Lastly, price mentioned may be misleading. Hepatitis C drugs are notorious for being expensive. According to GoodRx, average cash price for 28-day supply of Epclusa is $10,226.86. The advertisement claimed patients can pay as little as $5 per copay but that is only for eligible patients with commercial insurance and up to a maximum of 25% of the catalog price of 12 weeks (3 bottles) of the drug. Patients that are not eligible may not be able to afford paying thousands of dollars each month for the medication.

* This commercial states that Epclusa is a once daily medication to treat all main types of Hepatitis C genotypes 1-6 without cirrhosis or compensated cirrhosis. It has a 98% cure rate.
* The commercial does not state duration of therapy (12 weeks), extreme cost of medication, or how it compares to other drugs in the class.

1. **Januvia (Sitagliptan)  
   Commercial:** [**https://www.ispot.tv/ad/7j4u/januvia**](https://www.ispot.tv/ad/7j4u/januvia)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Januvia | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | **75%** |

What the commercial did right:

The commercial was thorough in explaining what to look for when taking this medication. The commercial did a good job explaining this medication, its use, and how it works. The commercial was patient friendly in that it explained hypoglycemia as low blood sugar. Furthermore, the commercial did a great job mentioning monitoring parameters, common side effects, and serious side effects. Also, the commercial did adequately mention the drug interactions when taking insulin as well as a sulfonylurea. It even mentioned a possible solution to decrease doses if hypoglycemia occurs.

How the commercial could improve:

The commercial did not mention how this product compares to other agents used to lower blood sugars. Also, the commercial could have benefited from data supporting its use and how effective it is in lowering blood sugars.

* The commercial states that Januvia is a once daily pill treat high blood sugar for Type 2 diabetes. It states common/serious adverse drug reactions and monitoring parameters.
* The commercial does not state its efficacy compared to other agents.

1. **Lyrica (Pregabalin)  
   Commercial:** [**https://www.ispot.tv/ad/w9A2/lyrica-most-people**](https://www.ispot.tv/ad/w9A2/lyrica-most-people)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Lyrica | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | **58%** |

What they did right:

They mentioned the indication of the drug as to be used for fibromyalgia to calm overactive nerves which is an FDA use of the drug. It also mentioned that this drug is not an antidepressant. The advertisement is also consistent with drug database in the serious adverse events of allergic reactions, fever, and suicidal thoughts and actions.16 Then the advertisement mentioned the common side effects of dizziness, sleepiness, weight gain, and swelling. The advertisement also mentioned to watch for unusual changes in mood or behavior, trouble breathing, tired feeling, and blurry visions. They also mentioned a possible interaction with alcohol and clearly stated to not take alcohol while taking Lyrica.

And the commercial also mentioned to see how it affects you before driving or operate machinery. Lastly, the commercial mentioned if eligible, one can pay as little as $25 per month in participating pharmacies.

How they could improve:

The advertisement failed to include any efficacy data in terms of how effective it is in relieving fibromyalgia. The advertisement also failed to mention where it falls in place in therapy or if it can be taken with other medications. The advertisement also did not mention dosing or how it compares with other agents such as Neurontin or Cymbalta which can also be used. There was also an omission in failing to explicitly mention that this is a controlled substance which indicates there is the potential for abuse.

Again, there was no mention of frequency of side effects. They did a great job mentioning the possible side effects, but users have no idea how often to expect these. Lastly, a comparison of GoodRx coupon price will show how different the price can be from the potential $25 per month. For a 75mg twice daily dosing for fibromyalgia, the price from GoodRx is $116.93 at CVS pharmacy.

* The commercial states that Lyrica is for fibromyalgia to calm overactive nerves. It states serious/common adverse drug reactions, contraindications, and monitoring parameters.
* The commercial does not state the efficacy of Lyrica, the dose, or place in therapy.

1. **Nexium (Esomeprazole)  
   Commercial:** [**https://www.ispot.tv/ad/Zxyu/nexium-24hr-reality#**](https://www.ispot.tv/ad/Zxyu/nexium-24hr-reality)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Nexium | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | **8%** |

What the commercial did right:

The commercial mentioned the drug name and the indication. Moreover, the commercial did mention how the medication works to stop acid before it starts to treat frequent heartburn. The commercial then also mentioned duration of action of 24 hours.

How the commercial could improve:

The commercial did not mention any of the remaining parameters listed. Even though the advertisement mentioned the duration of action of 24 hours, there was no mention of how to take this medication. Advertisement could have attempted to mention more details to further educate the audience. There was no mention of efficacy of this drug for heartburn, no mention of side effects, or when it should be used according to guidelines. The consumer could benefit to know how this product compares to other products such as Pepcid or Tums. Furthermore, there is no mention of interactions between other drugs. PPIs such as Nexium have drug interactions with drugs such as blood thinners like Plavix. Interaction can decrease the effectiveness of Plavix and a patient with cardiovascular conditions should know about this.

* The commercial stated that the medication is to relief the symptoms of heartburn and have coverage up to 24 hours. No other important drug information is mentioned.

1. **Repatha (Evolocumab)  
   Commercial:** [**https://www.ispot.tv/ad/I8OE/repatha-father-of-the-bride-song-by-kc-and-sunshine-b and**](https://www.ispot.tv/ad/I8OE/repatha-father-of-the-bride-song-by-kc-and-sunshine-band)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Repatha | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | **67%** |

What they did right:

The advertisement did mention what the drug is used for and what it does. The advertisement mentioned that with a statin, it seriously lowers bad cholesterol and they even mentioned the percentage of lowering. They mentioned it lowers bad cholesterol by 63% and significantly lower risk of heart attack by 27%. It is important to know how effective a medication was in clinical trials, so patients and providers can justify using this drug.

They also mentioned that it is an injection used every month or every 2 weeks. Some patients may not be comfortable with injections, so they did a good job in being transparent about that aspect of the drug. They also did a good job mentioning serious side effect of an allergic reaction and the common side effects of runny nose, sore throat, common cold symptoms, etc.

How they could improve:

First, they failed to mention where the drug falls in place in therapy. After watching the advertisement, people may think that it should be added to statins as second line therapy. However, there are guidelines suggesting that other agents can also be used, and some guidelines consider Zetia to be added before a PCSK9 inhibitor (which is what Repatha is). After not seeing the results wanted, then providers should consider adding PCSK9 inhibitor in addition to or as a replacement to Zetia.3

The advertisement mentioned allergic reaction as a serious side effect, however, they could have expanded in explaining how it can include rash, difficulty breathing, etc. Also, similar to how they gave percentages of lowering cholesterol, they could have mentioned percentages of common side effects from the trials. People don’t know if 50% or 5% of people had flu-like symptoms. Even in small writing at the bottom, they could include frequencies of experienced side effects in trials such as common cold (6%-11%), diabetes mellitus (9%), influenza (8%-9%), upper respiratory tract infection (9%), injection site reaction (6%), etc.4

Also, they failed to mention monitoring parameters that patients with this drug and condition are recommended to do. In these patients, a lipid profile should be performed before starting this drug and rechecked 4-12 weeks after starting and then every 3-12 months after.4

Lastly, the cost mentioned may be misleading to patients. The advertisement claims to pay no more than $5 per month with copay card. However, that copay card comes with terms and condition criteria to meet. According to GoodRx, average cash price for a 28-day supply is $1098.30. If the copay card is not accepted, it may be burdensome for patients to pay the average price each month.

* The commercial states that Repatha is a once a month or once every 2 weeks injection for lowering bad cholesterol levels. It was mentioned that Repatha can lower bad cholesterol by 63% and significantly lower risk of heart attack by 27%.
* The commercial does not mention the place in therapy for Repatha or the extreme cost of not approved for the drug assistance program.

1. **Rexulti (Brexpiprazole)  
   Commercial:** [**https://www.ispot.tv/ad/ngFd/rexulti-im-fine-savings-card**](https://www.ispot.tv/ad/ngFd/rexulti-im-fine-savings-card)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Rexulti | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | **67%** |

What the commercial did right:

The commercial mentioned the indication of the drug and compared the efficacy of the drug. The advertisement also mentioned the serious and common adverse effects. Lastly, the advertisement mentioned what to watch for and did mention a possible cost of the medication.

How the commercial could improve:

Commercial failed to mention the dose of the Rexulti and the possible need to titrate up the dose. The advertisement also failed to mention how it compares to other antipsychotics. The advertisement also failed to include any interactions with other medications Viewer of this commercial may not be equipped well enough to know if based on his current list of medications if Rexulti is appropriate for him. By mentioning these details, the advertisement could have provided more detail to improve consumer awareness.

* The commercial states that Rexulti is add on antidepressant therapy to help control depression symptoms. It states it can lower depression symptoms by an additional 62% compared to monotherapy.
* The commercial did not state Rexuliti’s place in therapy, the possible drug interactions with the existing drug regimen or the dosing.

1. **Stelara (Ustekinumab)  
   Commercial: https://www.bing.com/videos/search?q=stelara+tv+ad&&view=detail&mid=1BF6B553EA7C68F9909D1BF6B553EA7C68F9909D&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3Dstelara%2 Btv%2Bad%26FORM%3DHDRSC4**

Rating:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Stelara | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | **67%** |

What the commercial did right:

The commercial did a good job explaining the medication is used for Chron’s disease. The commercial also explained the dosing of the medication as well as severe and common side effects. The commercial also adequately explained some of the monitoring that is needed when taking this medication. Finally, the commercial did mention the potential price when using the manufacturer coupon.

How the commercial could improve:

Even though the commercial mentioned this medication was used for “relief and remission” of Chron’s disease, there were no mention of specifics. How many people experienced relief? How long did it last?

Answers to these questions can further educate patients if this medication is appropriate for them. There was no mention comparison between this medication and other agents used for the same reason. Finally, there was no mention of interactions of this drug.

* The commercial states that Stelera is given as a infusion at week zero then injections every 8 weeks for relief and remission of Chron’s disease.
* The commercial did not state the efficacy of the medication, place in therapy, high cost, or possible interactions.

1. **Trintellix (Vortioxetine)  
   Commercial:** [**https://www.bing.com/videos/search?q=trintellix+tv+ad&docid=608011990279064281&mid=6F 77F607B815B1DE2C066F77F607B815B1DE2C06&view=detail&FORM=VIRE**](https://www.bing.com/videos/search?q=trintellix+tv+ad&docid=608011990279064281&mid=6F77F607B815B1DE2C066F77F607B815B1DE2C06&view=detail&FORM=VIRE)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Trintellix | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | **58%** |

What the commercial did right:

The commercial explained the use of this medication. Furthermore, the commercial provided information on common and serious side effects. There was also a mention of drug interactions with MAO inhibitors.

How the commercial could improve:

Even though the commercial did state MAO inhibitors, the common patient would not know which drugs are MAO inhibitors. The commercial could have provided examples of drugs to avoid. Furthermore, the commercial did not provide efficacy data, place in therapy, or comparison with other agents.

* The commercial stated that Trintellix is indicated for control of depression symptoms. It mentioned common/serious adverse drug reactions and contraindications such as avoid use with MOA inhibitors. However, most of the general public do not understand what that means.
* The commercial did not mention dosing, place in therapy, or efficacy of Trintellix.

1. **Trulicity (Dulaglutide)   
   Commercial:** [**https://www.youtube.com/watch?v=xipiotOLGDY**](https://www.youtube.com/watch?v=xipiotOLGDY)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Trulicity | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | **75%** |

What they did right:

The advertisement did a good job to explicitly state the drug is used for type 2 diabetics to lower A1C. They even expanded in its mechanism of action of enhancing the body to release insulin. Furthermore, the commercial made sure to mention it is not approved for children under 18 years old. The commercial adequately mentioned the medication’s place in therapy; they mentioned Trulicity should not be first medication for treatment and it should be used with diet and exercise. This claim is consistent with guidelines which suggest that lifestyle adjustments and Metformin should be first line therapy. Then one can consider adding either other agents such as DPP-4Is, SGLT2Is, TZDs, or GLP-1RAs (Trulicity class of drug).6

The advertisement also mentioned the fact that Trulicity is a weekly injection which is consistent with its recommended dosing. It’s important for patients to be aware of how they would administer the medication. Patients may be hesitant to start an injection so it’s important for companies to be transparent about how the drug is administered. They also mentioned when you shouldn’t use the medication and they even mentioned drug interactions with sulfonylureas and the risk of hypoglycemia when taking those medications together. The advertisement also mentioned the contraindications of use for the product, which is those that are allergic to Trulicity or have personal or family history medullary thyroid carcinoma. The commercial also mentioned this product is not insulin which is important to make the distinction to patients and providers.

In terms of side effects, the advertisement did mention some of the serious side effects of pancreatitis and hypoglycemia. Even though some of the other serious side effects weren’t mentioned, it’s important for patients to understand the risks. They did a great job mentioning common side effects of nausea, vomiting, diarrhea, decrease appetite, indigestion, and can lead to dehydration. Compared to drug database, these claims of side effects are consistent in terms of frequencies of each.7 The advertisement also mentioned a potential price of the medication to be $25 per month for the first two years.

How they could improve:

Even though the advertisement mentioned this product should not be first medication used, they could have mentioned other alternative agents that could also be used for type 2 diabetics. Furthermore, the advertisement could have provided available data to support the use of this agent over the other agents.

There was also no mention of exactly how much Trulicity is proven to lower A1C or blood sugars. Patients don’t know if Trulicity lowers A1C by 1% or 75%. The commercial should have included that data to justify the use of the medication. Other data that could have been included are the frequencies of reported side effects. Even in writing the commercial could have included hypoglycemia (≤77%), diarrhea (9-13%), nausea (12-21%), and vomiting (6-13%) so the public is aware of how often these side effects can be expected.7

The advertisement did not explicitly mention the US Boxed Warning of thyroid tumors. In animal studies, they developed Thyroid C-cell tumors with GLP-1RAs. They could have made mention of this fact even in writing during the commercial. Furthermore, the advertisement failed to mention other common monitoring parameters for diabetics on this medication. It is recommended for patient to at least twice yearly check their HbA1c and four times yearly if not meeting treatment goals or after therapy change. Patients should also be checking blood sugar on a daily basis which is not mentioned by the advertisement. Trulicity may be ineffective for some patients and without these monitoring parameters, patients may never know this medication is not for them.7

Lastly, even though the ad claimed the potential price of the product to be $25 per month for first 2 years, according to goodRx, the average cash price for a 28-day supply is $953.41. If the terms and conditions don’t apply, patients may be hesitant to spend that much money on this product.

* The commercial stated that Trulicity is once a week injection to lower patients A1C for type 2 diabetes. It mentioned that Trulicity should not be first medication for treatment and it should be used with diet and exercise.
* The commercial did not state the high cost of the medication if not approved for the assistance program or the efficacy of the medication.

1. **Tylenol (Acetaminophen)  
   Commercial:** [**https://www.ispot.tv/ad/nJ7o/tylenol-rapid-release-gels-pain-hits-fast#**](https://www.ispot.tv/ad/nJ7o/tylenol-rapid-release-gels-pain-hits-fast)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Tylenol | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | **8%** |

What they did right:

The advertisement mentioned the drug is indicated for pain relief.

How they could improve:

There was very little information provided. There was no mention of how efficacious the drug is, place in therapy, how often one should take it, comparison between other agents like Aleve or Aspirin, or any side effects. The advertisement also failed to mention that patients with impaired liver function should not take this product.

Tylenol is the most commonly used drug associated with intrinsic drug-induced liver injury. Approximately 300,000 hospitalizations for acetaminophen-related acute liver failure are reported annually in United States. Approximately 50% of cases of acetaminophen-related acute liver failure are reported to be unintentional or due to chronic overdose.5 And even despite the prevalence of Tylenol induced liver injury, there was no mention of it or even as a side effect during the advertisement. Also, the advertisement should have mentioned Tylenol dosing limit of <3-4 grams per day in adults including OTC, prescription and other combination products. Additionally, Tylenol when taken with other drugs, can interact and cause unintended effects. One of the main interactions is with the common beverage alcohol. Alcohol with Tylenol can enhance the liver toxicity and yet the advertisement made no mention of this or to limit alcohol consumption when taking Tylenol.

Even though Tylenol is commonly used, and one can get it OTC, it is important for consumers to know the risks of taking some Tylenol. Unless patients have prior knowledge of these risks, they may think it’s acceptable to take handful to relieve pain or even drink them with alcohol. A better advertisement could prevent some of the inappropriate practices that are occurring and prevent some of the 300,000 hospitalizations each year.

* The commercial stated that Tylenol is indicated for pain relief. There was no other important drug information included.

**18. Vascepa (Icosapent Ethyl)  
Commercial:**[**https://www.bing.com/videos/search?q=vascepa+tv+ad&docid=608030733475448338&mid=AF**](https://www.bing.com/videos/search?q=vascepa+tv+ad&docid=608030733475448338&mid=AF%20) [**912A137EFF5C4DA18CAF912A137EFF5C4DA18C&view=detail&FORM=VIRE**](https://www.bing.com/videos/search?q=vascepa+tv+ad&docid=608030733475448338&mid=AF912A137EFF5C4DA18CAF912A137EFF5C4DA18C&view=detail&FORM=VIRE)

Rating:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Vascepa | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | **67%** |

What the commercial did right:

The commercial adequately mentioned the indication of the drug. Furthermore, the commercial mentioned how effective it is to lower risk of heart attack of stroke. The commercial alluded the place of therapy of this medication that it should be used if a statin is not enough. The commercial explained some of the side effects of this medications and provided a potential cost of the medication.

How the commercial could improve:

The commercial provided a large amount of reading material in a short period of time. TV user may not have time to read all the information provided. Furthermore, the commercial did not mention how this agent compares to others. Furthermore, the advertisement did not mention dosing or any drug interactions.

* The commercial stated that Vascepa is for lowering triglyceride levels to decrease risk for stroke and heart attack. It stated that this is an add on therapy if statin is not controlling levels adequately.
* The commercial did not state the dosing of the medication.

**19. Viagra (Sildenafil)  
Commercial:** [**https://www.ispot.tv/ad/7vKx/viagra-date-night**](https://www.ispot.tv/ad/7vKx/viagra-date-night)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Viagra | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | **42%** |

What they did right:

The advertisement accurately mentioned that this product is for erectile dysfunction to get and keep an erection. This is consistent with drug database except that the database mentions Viagra does not directly cause penile erections.9 The advertisement also did a good job in mentioning serious side effects of sudden loss in vision or hearing and prolonged erection. The commercial then also accurately listed common side effect of headache, upset stomach, flushing, and abnormal vision so the public is aware. The advertisement even mentioned a potential drug interaction with nitrates of unsafe drop in blood pressure. This is appropriate as there are many older men with coronary artery disease and the nitrate Nitroglycerin is common treatment agent for it.

How they could improve:

The advertisement did not mention how effective the medication is or how many subjects were effectively treated by the medication. Furthermore, the advertisement did not mention other conditions or medications that may cause erectile dysfunction. For example, alcohol and antidepressants may cause erectile dysfunction and they should be addressed before initiating a PDE5 inhibitor such as Viagra. Another concerning omission is the fact that dosing is not mentioned. Patients may misconstrue the advertisement and think it should be taken daily or perhaps right before sex which is not the case. The advertisement should have mentioned to take 25-50 mg once daily as needed 1 hour before sexual activity to prevent overdosing or inadequate dosing.9

There was no mention of frequency of side effects, so it is unclear whether headaches are just as common as vision loss. The advertisement should have stated the following side effects and frequencies flushing (10%-19%), headache (16-46%), indigestion (3-17%), visual disturbance (1-11%), and nose bleed (9-13%). Also, due to possible drop in blood pressure, a monitoring parameter the commercial could have included would be to check blood pressure before taking this medication to avoid hypotension. Even though they did mention interaction with nitrates, however, people may not be aware of that term and not know which medications are nitrates.9 The advertisement did mention the contraindication with nitrates as stated previously, but did not mention the other contraindications such as concomitant use with guanylate cyclase stimulators, HIV protease inhibitors, or hypersensitivity to Viagra. The advertisement also failed to mention considerations for specific patient populations like renal or hepatic impairment.

Lastly, there was no mention of price. The advertisement could have attempted to include an average cash estimate for 30 tablets of $1159.12 or at least a Goodrx coupon price of $28.93. It is common to see in pharmacies patients choosing not to pick up an erectile dysfunction drug due to its price.

* The commercial stated that Viagra is for erectile dysfunction to get and keep an erection. It also mentioned serious/common adverse events and contraindications such as not to take with nitrates!
* The commercial does not mention dosing or potential high cost.

**20. Vraylar (Cariprazine)  
Commercial:** [**https://www.ispot.tv/ad/nnIP/vraylar-carousel**](https://www.ispot.tv/ad/nnIP/vraylar-carousel)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Vraylar | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | **67%** |

What they did right:

The commercial did a good job mentioning the indication to effectively help relieve symptoms of bipolar depression. The advertisement did mention that this is a once a day drug which is consistent with the dosing of one capsule daily. The advertisement did mention the serious adverse events of fever, stiff muscles, permanent uncontrollable muscle movements, and suicidal thoughts. The common side effects listed were nausea, restlessness, and movement dysfunction. The advertisement then mentioned to watch for unusual changes in behavior or suicidal thoughts. The advertisement did a good job in also mentioning interaction with antidepressants that can increase potential risk of serious side effects.

Lastly, the advertisement mentioned that most eligible patients pay $0 for the first two 30-day fills.

How they could improve:

The advertisement failed to include the efficacy of the product in terms of how much symptoms were reduced or how many users decreased their symptoms. It also never mentioned where this product fits in terms of guidelines for treatment of bipolar depression. The commercial could have also included data into how it compared to other agents or even placebo.

The advertisement could have mentioned the frequency of expected side effects. Lastly, the commercial could have also been clearer as to the price of the medication after the first two fills and the expected price if not eligible for the $0 copay.

* The commercial states that Vraylar is a once daily medication to treat bipolar depression symptoms.
* The commercial did not state the potential high cost if not eligible for assistance program, efficacy, or place in therapy compared to other drugs.

**21**. **Xarelto (Rivaroxaban)  
Commercial:** [**https://www.ispot.tv/ad/ZtkN/xarelto-not-today-factory#**](https://www.ispot.tv/ad/ZtkN/xarelto-not-today-factory)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Xarelto | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | **67%** |

What the commercial did right:

Commercial did a good job by mentioning in specifics the indications of this drug to treat and prevent blood clots. More specifically, the advertisement did mention it was for DVT and PE. The commercial mentioned specifics in the efficacy in 98% of people. The commercial also mentioned to avoid certain medications that interact with Xarelto. It is important for someone who will start Xarelto to know to avoid NSAIDS such as ibuprofen to avoid increase risk of bleeding. Lastly, the commercial did an excellent job outlining maximum cost of the medication as well as the range of what most people pay for the medication. This commercial can serve as example of how other commercials can display the cost so to increase public awareness.

How the commercial could improve:

The commercial did not mention how Xarelto compared to other drugs such as Warfarin or Eliquis. The commercial could have also mentioned if this drug is first line agent or next line agent for the indications outlined. Furthermore, there was not mention on how someone should be taking Xarelto or for how long.

* The commercial stated that Xarelto is used to treat and prevent blood clots such as a DVT or a PE. It mentioned the efficacy in 98% of people, the important possible adverse drug events, and explained potential cost well.
* The commercial did not state the place in therapy for Xarelto or how it compares to other cheaper agents such as warfarin.

1. **Ozempic (Semaglutide)  
   Commercial:** [**https://www.ispot.tv/ad/Ox5p/ozempic-pickleball**](https://www.ispot.tv/ad/Ox5p/ozempic-pickleball)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Ozempic | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | **67%** |

What the Commercial did Right

The commercial mentioned that the medication is used for helping to lower HbA1c, cardiovascular risk, and losing weight. It mentioned that the majority of users reached a HbA1c of less than 7%., and that on average, its users lost 12 lbs of weight. It also mentions that Ozempic is a once weekly injection, which is great information for the patient to have.

It mentions that the product is not for those with T1DM, indicating that it is only for T2DM patients. The commercial also mention the contraindications of Ozempic without labelling it as such though including if the patient or patient’s family has ever had medullary thyroid cancer or multiple endocrine neoplasia syndrome type II, or if the patient is allergic to Ozempic. It does a great job at telling patients when they should seek emergency medical help if they develop certain symptoms. The advertisement mentions some serious adverse reactions such as pancreatitis. IT also mentions some common side effects like vision problems/changes, hypoglycemia when used with sulfonylureas or insulin, nausea, vomiting, diarrhea.

How the Commercial could Improve

The advertisement did say that most users reached an HbA1c under 7% but did not specify by how much the average user lowered their HbA1c by. The commercial also failed to mention by how much Ozempic lowers the risk of CV-related events. It would have been a good idea for the advertisement to mention where in therapy Ozempic falls into.

The advertisement also mentions that the patient could pay as little as $25 for a 1- or 3-month supply of Ozempic, but it does not verbally state any of the terms and conditions. Instead, the terms and conditions are written on the screen in a paragraph for a total of 3 seconds, which is not enough time to read them especially while the voice actor is still talking.

* The commercial states that Ozempic once a weekly injection to lower HbA1c, cardiovascular risk, and to help lose weight. It mentioned that the majority of users reached a HbA1c of less than 7%., and that on average, its users lost 12 lbs of weight.
* The commercial does not state place in therapy to start this class of medication, monitoring parameters, or potential high cost if not eligible for assistance.

1. **Allegra (Fexofenadine)**

**Commercial:** [**https://www.ispot.tv/ad/OFJT/allegra-live-your-greatness**](https://www.ispot.tv/ad/OFJT/allegra-live-your-greatness)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Allegra | 1 | 0 | 0 | 0 | 1 | N/A | 0 | 0 | 0 | 0 | 0 | 0 | **18%** |

What the Commercial did Right

The advertisement mentioned the indication that Allegra is used for, which is allergies. It also mentioned that it works 2-times faster than Claritin and says that Allegra won’t make you drowsy like Zyrtec would, but it did not compare its efficacy to other OTC allergy medications on the market.

How the Commercial could Improve

The commercial says that when allergies attack you should take Allegra, but it does not mention how well the product works for allergies other than saying that the onset for symptom relief is in one hour for the first dose. It also does not mention how you should take Allegra, or when or how often you should take Allegra. It does not mention any adverse reactions of Allegra like headache (5-11%), vomiting in children (4-12%), drowsiness/fatigue (1-3%), diarrhea (3-4%), among many others.2 It also failed to mention that patients who are allergic to Allegra should not use the product and failed to mention that if a patient is allergic to other antihistamines that they should be careful when taking Allegra. The advertisement could have also improved if they showed the cost comparison of Allegra compared to other OTC antihistamines

* The commercial states that Allegra is used for allergies. It also mentioned that it works 2-times faster than Claritin and says that Allegra won’t make you drowsy like Zyrtec would.
* No other important drug information is shared in the commercial

1. **Dupixent (Dupilumab)**

**Commercial:** [**https://www.ispot.tv/ad/OTCZ/dupixent-du-more-surprise-party-and-baking**](https://www.ispot.tv/ad/OTCZ/dupixent-du-more-surprise-party-and-baking)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Dupixent | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | **50%** |

What the Commercial did Right

The advertisement does a great job explaining what you may be able to expect while taking Dupixent, which can be the ability to breathe and smell things more easily due to the decreased size of nasal polyps. The commercial also mentioned that Dupixent is an add-on to surgery or other treatment options. It also mentioned that if you were prescribed steroids or other asthma treatments that you should continue taking those medications unless instructed by your doctor not to.

The commercial also stated its contraindications of being allergic and then went on to describe what symptoms you would expect if you were experiencing an anaphylactic reaction to it. It also explained other serious adverse reactions that could occur including the new or worsening eye problems or possible parasitic infections.

How the Commercial could Improve

The commercial says that the user would be able to breathe better with less congestion after 2 weeks, but it doesn’t mention how much better they would be able to when compared at baseline. The advertisement stated the serious adverse reactions that could occur but failed to mention any of the common adverse reactions that can occur, and some of these include injection site reaction (6-18%), antibody development (5-16%), conjunctivitis (2-10%), eosinophilia (<2%), or arthralgia (3%).

The advertisement also failed to mention any monitoring that needed to be done while taking this medication, any interactions this medication can have with other commonly prescribed medications, or if there are any considerations in specific patient populations.

It did mention that they “may be able to help if your financial situation has changed,” which doesn’t really tell anything about the price. On the screen, they mention that your copay could be as little as $0 for eligible patients, but it doesn’t mention any of the terms or conditions although it does mention to go to the website for the full information. All of the financial information was basically flashed on the screen for a total of three seconds, which is not enough time to be able to absorb the information that is needed.

* The commercial states that dupixent is an add-on to surgery medication to shrink nasal polyp size.
* The commercial did not state efficiency information or the potential high cost of the medication if not eligible for assistance.

1. **Trelegy (Fluticasone/Umeclidinium/Vilanterol)   
   Commercial:** [**https://www.ispot.tv/ad/Z60Q/trelegy-the-power-of-more-0**](https://www.ispot.tv/ad/Z60Q/trelegy-the-power-of-more-0)

Rating:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Trelegy | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | **33%** |

What the Commercial did Right

The Trelegy commercial did a good job in indicating that this medication is used for COPD and not for asthma or as a rescue inhaler. It also made sure that the consumer knows that this medication is really three medications all in one formulation. The commercial said how the medication works by opening airways, keeping those airways open, and then by reducing inflammation. It also mentioned that this medication has a once daily dosing regimen.

The commercial did mention some of the serious adverse reactions that can occur including thrush, pneumonia, and osteoporosis.

How the Commercial could Improve

The commercial did list some of the serious adverse reactions that can occur, but it did not mention any of the common adverse reactions like headache (4-9%), nasopharyngitis (15-17%), or respiratory tract infections (3-4%). The commercial also did not list the contraindications of this medications like hypersensitivity to any individual products within the medication, hypersensitivity to milk proteins, or it being used as primary treatment for acute episodes of COPD. The commercial also failed to mention the amount of efficacy the medication has or how it compares or interacts with other COPD medications.

It did mention that the user may ay as little as $0 for commercially insured patients, but this only showed up on the screen for the very last second of the commercial. With it being on the screen for such a short time, they may as well have not even put it into the commercial.

* The commercial stated that Trelegy is a once daily inhalation used for COPD and not for asthma or as a rescue inhaler.
* The commercial did not state the efficacy of Trelegy or its place in therapy.

1. **Latuda (Lurasidone)**

**Commercial:** [**https://www.ispot.tv/ad/n9YI/latuda-art**](https://www.ispot.tv/ad/n9YI/latuda-art)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Latuda | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | **33%** |

What the Commercial did Right

The commercial stated its FDA approved indication of treating depression in bipolar disorder and even mentioned in writing that it can be used in patients also on Lithium or Valproic Acid, which is a great thing to add as many bipolar patients are on one of these two medications.

The advertisement also added efficacy results from clinical trials in the commercial saying that Latuda was found to significantly reduce bipolar depression symptoms when compared to placebo, but it does mention that it was only a 6-week trial.

How the Commercial could Improve

The commercial mentioned that it did not have a substantial impact on weight. That is misleading as it can still cause weight gain, but that 95% of adults did not have a greater than 7% change in weight at the 6-week ending to the trial. On top of this, the commercial did not state where the medication fits in therapy, what the normal dosing for Latuda is, its interactions with other commonly used medications, monitoring parameters, or the cost of the medication.

The commercial did a good job on mentioning the serious adverse reactions, but it did not state any of the common adverse reactions like increased triglycerides (10-14%), increased cholesterol (6-14%) increased fasting blood glucose (6-13%), nausea (7-17%), extrapyramidal symptoms (5-39%), drowsiness (8-26%), akathisia (6-22%), or parkinsonian-like syndrome (5-17%).

The advertisement did not mention anywhere what the cost of the medication was but instead told you to visit their website to find out the cost or savings options that they provide, which is not very consumer friendly. For a normal 20mg dose once daily 30-day supply, the lowest price is $1316.80 at a major pharmacy chain that would accept GoodRx coupons and over $1600 if no coupon is used. Their savings program requires the patient to have private insurance and not to be enrolled in any government benefits program. Their copay card is able to take off $400 from each prescription copay and is limited to 12 months.

* The commercial stated that Latuda treats depression in bipolar disorder and mentioned that it can be used in patients also on Lithium or Valproic Acid. It was found to significantly reduce bipolar depression symptoms
* The commercial did not state place in therapy, dosing or potential high cost.

1. **Humira (Adalimumab)  
   Commercial:** [**https://www.ispot.tv/ad/tX7G/humira-basketball-game**](https://www.ispot.tv/ad/tX7G/humira-basketball-game)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Humira | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | N/A | 0 | **33%** |

What the Commercial did Right

The advertisement did state that FDA-approved indication for those who have UC or Crohn’s symptoms and even mentions that it should only be used after failure of treatment from other medications indicating its place in therapy. IT also mentions that it comes as an injection, which is always good for a patient to know because some simply do not want injections. They also mentioned that you should not start Humira if you are currently fighting off an infection.

The advertisement also did mention the serious adverse reactions that can occur while taking Humira that include serious/fatal infections, TB, cancers, blood or nervous system problems, allergic reactions, or new or worsening heart failure.

How the Commercial could Improve

The commercial mentioned that patients taking Humira have fewer symptoms but did not mention how well the medication worked or which symptoms were treated the best while taking Humira It also did not mention how its comparable to other agents or how it interacts with other commonly used medications. The commercial didn’t verbally mention a cost for the medication, but for the last 3 seconds of the advertisement, a text appeared on a busy screen saying that the majority of Humira patients pay $5 or less each month. This should’ve been done better.

* The commercial stated that Humira is an injection for UC and Chron’s symptoms after failure of treatment of other agents.
* The commercial did not state efficacy of the medication or potential high cost if ineligible for assistance.

1. **Tremfya (Guselkumab)  
   Commerical:** [**https://www.ispot.tv/ad/olGl/tremfya-get-clearer**](https://www.ispot.tv/ad/olGl/tremfya-get-clearer)

Rating:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Tremfya | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | **75%** |

What the Commercial did Right

The commercial stated that this medication is indicated for use in patients that have moderate or severe plaque psoriasis. It also mentioned that it was proven superior to Humira for providing significantly clearer skin. In text at the bottom of the screen, it said that 7 out of 10 patients saw 90% clearer skin at 16 weeks of use, and 8 out of 10 patients showed clear or almost clear skin.

The commercial clearly indicated its contraindication that it should not be used if you are allergic to Tremfya. It also mentioned its serious adverse reactions of increased infections, tuberculosis, or serious allergic reactions can occur.

At the end of the advertisement, for three seconds the ad shows in big lettering that eligible commercial patients can pay just $5 per dose.

How the Commercial could Improve

The advertisement should have mentioned that this medication is not to be used as a first-line therapy option, its interactions with other medications, or dosing in specific patient populations.

The advertisement should have gone into more detail about the cost of the medication as it only mentioned what was stated above and then also verbally telling patients that Janssen can help them with cost support options without stating them. Only stating that patients should visit their website for more information.

* The commercial stated that Tremfya treats moderate or severe plaque psoriasis. It also mentioned that it was proven superior to Humira for providing significantly clearer skin.
* The commercial did not state the potential high cost if ineligible for assistance or it’s place in therapy.

1. **Alka-Seltzer Plus (Aspirin, Citric Acid, and Sodium Bicarbonate)**

**Commercial:** [**https://www.ispot.tv/ad/nvBw/alka-seltzer-plus-maximum-strength-powermax-gels-skip-to-cold-relief**](https://www.ispot.tv/ad/nvBw/alka-seltzer-plus-maximum-strength-powermax-gels-skip-to-cold-relief)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Alka-Seltzer Plus | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | **8%** |

What the Commercial did Right

The advertisement mentioned that the product is used for cold symptom relief.

How the Commercial could Improve

The commercial did not indicate how well the medication works at relieving cold symptoms other than saying that it works “fast” without saying when symptom relief would come. It also failed to mention its place in therapy, dosing, comparison to other medications, serious or common adverse reactions, monitoring, interactions with other commonly prescribed medications, contraindications, dosing in specific populations, or even the cost of the medication.

They could have easily mentioned a few of the adverse reactions that can occur for the safety of the patients like gastrointestinal ulcer, heartburn, nausea, vomiting, increased risk of bleeding, Reye’s Syndrome, metabolic alkalosis, or flatulence. A quick internet search suggests that you can pick up a box of Alka-Seltzer Plus for under $10, and it would have been quick, easy, and great to have that in a commercial.

* The commercial stated that Alka-Seltzer Plus is used for cold symptom relief. It does not state any other important drug information.

1. **Nyquil (Acetaminophen, Dextromethorphan, and Doxylamine)  
   Commercial:** [**https://www.ispot.tv/ad/ouvF/vicks-nyquil-sleep-through-sunday-night**](https://www.ispot.tv/ad/ouvF/vicks-nyquil-sleep-through-sunday-night)

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Nyquil | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | **8%** |

What the Commercial did Right

The advertisement did mention that it was used to treat symptoms of the cold and flu.

How the Commercial could Improve

The commercial could have said how well it treats cold and flu symptoms by showing its efficacy rather than just saying that it treats those symptoms. It could have also mentioned how it compares to other cold and flu medications. The commercial stated that you would have the best sleep with a cold if you use Nyquil, but it never actually said that Nyquil will make you drowsy and sleepy, which would’ve been easy considering that’s how they market it. They could have also listed other common adverse reactions like nausea (34%), vomiting (15%), drowsiness (>10%), or dizziness (>10%). It also never mentioned any serious adverse reactions or contraindications of using this product. The advertisement also failed to mention to be careful while using other products that also contain acetaminophen while using this medication due to liver toxicity especially since the target patient population are those with a cold or flu, which will be more likely to use such products. It also never mentioned the cost of the medication, which just by a simple internet search the price of a 12oz bottle of Nyquil is usually less than $12.

* The commercial stated that Nyquil treats symptoms of the cold and flu. There was no other important drug information.

1. **Mucinex (Guaifenesin)   
   Commercial:** [**https://www.ispot.tv/ad/om9V/mucinex-save-it-slimeball**](https://www.ispot.tv/ad/om9V/mucinex-save-it-slimeball)

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Mucinex | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | **17%** |

What the Commercial did Right

The advertisement mentioned that Mucinex is used for congestion relief, and they also emphasized that the product lasts for 12 hours after taking.

How the Commercial could Improve

The advertisement could have mentioned how well it compares to other marketed decongestants, and it could have stated how greatly symptoms improve when Mucinex is started. The commercial also failed to talk about any monitoring parameters that should be taken when starting the medication, whether it interacts with any other commonly used medications, or the cost of the medication, which for a 20 tablet 600mg box is under $20.

It also could have mentioned that the use of the extended-release tablets is contraindicated in children less than 12 years of age. It could have also mentioned some adverse reactions that can occur while taking the product like dizziness, drowsiness, headache, nausea, or vomiting.

* The commercial stated that Mucinex is used for congestion relief, and they also emphasized that the product lasts for 12 hours after taking. There was no other important drug information shared.

1. **Farxiga (Dapagliflozin)   
   Commercial:** [**https://www.ispot.tv/ad/nB3o/farxiga-alerts**](https://www.ispot.tv/ad/nB3o/farxiga-alerts)

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Farxiga | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | **58%** |

What the Commercial did Right

The commercial stated that this medication is used in patients that have type II diabetes and a risk of heart disease, and it even lists that the risks include advanced age, high cholesterol, high blood pressure, or smoking. It then goes on to say that up to 50% of patients with T2DM are at risk of developing heart failure. It goes on to state that Farxiga comes in 5 and 10mg tablets and will lower A1c along with diet and exercise, and it also states that the medication with help prevent hospitalization from heart failure in patients with T2DM.

It stated very clearly that you should not take this medication if you are allergic to Farxiga, which is the contraindication of this medication, and it also states what symptoms of an allergic reaction would be. It also mentions the serious adverse reactions some may develop while taking Farxiga including serious genital infection, blood in urine, pain while urinating, and also mentions that these may indicate a life-threatening problem. It then goes on to mention other serious adverse reactions like dehydration, ketoacidosis, UTI, and hypoglycemia. The commercial also mentions that patients who have severe kidney problems or are on dialysis should not take Farxiga.

How the Commercial could Improve

The commercial could have mentioned by how much it helps to lower A1c when compared to placebo, or how it compares to other diabetic medications at lowering A1c. It could have also mentioned how this medication interacts with other commonly used medications or monitoring parameters that are needed while taking this medication.

It did mention many of the serious adverse reactions, but it also failed to mention that there could be a risk for lower limb amputations and that patients should know the signs and symptoms of new infection, new pain, or tenderness, or sores/ulcers involving the lower limbs. It also could have mentioned some of the common adverse reactions that include dyslipidemia (3%), hypovolemia (1-3%), nausea (3%), nasopharyngitis (7%), or back pain (4%).

The advertisement never mentions the cost of the medication, but it did mention that “if you are unable to afford your medication, AstraZeneca may be able to help.” This statement doesn’t really inform the customer the usual cost of the medication.

* The commercial stated that Farxiga is 5 and 10mg tablets that will lower A1c along with diet/exercise, and with help prevent hospitalization from heart failure in patients with T2DM. It also mentions important serious adverse drug events.
* The commercial did not state the potential high cost if ineligible for assistance.

1. **Kesimpta (Ofatumumab)**

**Commercial:** [**https://www.ispot.tv/ad/ORQc/kesimpta-phone-stickers**](https://www.ispot.tv/ad/ORQc/kesimpta-phone-stickers)

Rating:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Kesimpta | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | **83%** |

What the Commercial did Right

The commercial clearly stated that Kesimpta is used for relapsing forms of MS, which also tells us that it is not to be used as a first-line option for patients with MS. The advertisement also mentioned that the product is a once monthly injection and stated that it reduced the rate of relapses, active lesions, and slowed disability progression.

The commercial stated that you should not take Kesimpta if you have hepatitis B as this is its contraindication and mentioned that if you do take it while having hepatitis B that it can cause serious liver problems and death. The advertisement mentioned the serious adverse reactions that include infections especially taking before or after other immunosuppressive medications, a rare brain infection (PML). It also stated the most common adverse reactions like upper respiratory infections, injection site reactions, and headache. The commercial mentioned specific populations like those that are pregnant, wanting to become pregnant, or had or plan to have vaccines.

How the Commercial could Improve

The commercial could have mentioned how this product compares to other medications that treat relapsing forms of MS, and it could have also stated by how much it reduced the rate of relapses, active lesions, and how much it slowed disability progression. For the adverse reactions, it could have stated the incidence of each to allow the consumer to properly judge the risks of using the medication. It also did not mention the monitoring parameters of the medication. At the end of the commercial, the screen says “Get started for as little as $0” but does not verbally mention it, and it does not go into detail as to how this applies.

* The commercial stated that Kesimpta is a once monthly injection used for relapsing forms of MS to reduce the rate of relapses, active lesions, and slowed disability progression.
* The commercial did not state monitoring parameters, how it compares to other agents or potential high cost.

1. **Imvexxy (Estradiol)**

**Commercial:** [**https://www.youtube.com/watch?v=8iQGC4No4xw**](https://www.youtube.com/watch?v=8iQGC4No4xw)

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Imvexxy | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | **57%** |

What the Commercial did Right

The commercial indicated that Imvexxy relieves vaginal pain and discomfort during sex due to menopause. It also mentions that it is a vaginal insert and says that it comes in 4 and 10 mcg doses.

The commercial states that you should talk to your doctor if you have had a history of unusual vaginal bleeding, breast cancer, uterine cancer, blood clots, liver problems, stroke, heart attack, pregnant, or allergic to any of its ingredients, which are all specific populations. It also mentions the serious adverse reactions of increased risk of uterine cancer, strokes, blood clots, and dementia. It also stated the most common adverse reactions that include headaches, breast tenderness or pain, vaginal bleeding, nausea, and vomiting.

How the Commercial could Improve

The commercial did not state the efficacy of the medication and how well it performs against competitors or its place in therapy. When listing any of the adverse reactions, it failed to mention the incidences of any of them as well. The commercial did not state the monitoring parameters that are needed while taking this medication, and it also did not mention how this medication interacts with other commonly used medications. At the very end, it says non-verbally that you may pay as little as $35, but it fails to give any other information other than that.

* The commercial stated that Imvexxy is a vaginal insert that relieves vaginal pain and discomfort during sex due to menopause. It mentions important common/serious adverse drug reactions and contraindications.
* The commercial did not state the efficacy of Imvexxy, place in therapy, or potential high cost.

1. **Pepto-Bismol (Bismuth Subsalicylate)**

**Commercial:** [**https://www.ispot.tv/ad/Olhy/pepto-bismol-construction-crew**](https://www.ispot.tv/ad/Olhy/pepto-bismol-construction-crew)

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Pepto-Bismol | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | **8%** |

What the Commercial did Right

The commercial stated that Pepto-Bismol is indicated to treat nausea, heartburn, indigestion, upset stomach, and diarrhea.

How the Commercial could Improve

The commercial did not state by how much the medication helps with symptom relief, where in the place of therapy the medication should be used, any dosing information, or how it compares to other competitors. It also did not mention the contraindication of use for those that are allergic to salicylates or those that are taking other salicylates, have an ulcer, bleeding problem, or bloody/black stool. It could have also been mentioned that the use of Pepto-Bismol with warfarin can increase the anticoagulant effect of warfarin and increase the risk of bleeding. It also did not mention any of the serious adverse reactions like Reye’s Syndrome in children, anxiety, or depression. It also failed to state the common adverse reactions that include headache, fecal or tongue discoloration, muscle weakness, or muscle spasm.

* The commercial stated that Pepto-Bismol is indicated to treat nausea, heartburn, indigestion, upset stomach, and diarrhea. No other important drug information was shared.

1. **Toujeo (Insulin Glargine)  
   Commercial:** [**https://www.ispot.tv/ad/wHM\_/toujeo-daily-groove**](https://www.ispot.tv/ad/wHM_/toujeo-daily-groove)

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Toujeo | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | **67%** |

What the Commercial did Right

The commercial stated that along with diet and exercise, Toujeo once daily injection can help you to control your blood sugar. The commercial explained that the product has blood sugar-lowering activity all day and night for 24 hours and can significantly reduce A1c, and that the product is to be used in adults with diabetes to help lower blood sugar. It even stated that it contains three times the amount of insulin in one ml of Toujeo compared to one ml of normal insulin, which helps from a patient safety perspective. The commercial then went on to say that the patient should monitor their blood sugars daily, and it also stated that it can interact with thiazolidinediones (TZDs) to possibly causing heart failure that can lead to death.

The commercial states that Toujeo should not be used to treat diabetic ketoacidosis, during episodes of hypoglycemia, or if you are allergic to insulin, which are all contraindications of Toujeo. It then goes on to state that you should seek medical help right away if you develop any symptoms of an allergic reaction, which is listed verbally and at the bottom of the screen, and as an added bonus, the commercial says that you should not share or reuse needles or insulin pens. The commercial states that the most common adverse reaction is low blood sugar, shaking, sweating, fast heartbeat, injection site reactions, and blurred vision. which are in patient friendly terms.

How the Commercial could Improve

The commercial could have mentioned where it fits into therapy, and how it compares to other long-acting insulins. It also did not state by how much it helps to lower A1c and blood sugars. The commercial also failed to mention how specific populations could benefit from this medication, or if they should avoid it all together. Consumers also could have benefited from knowing the incidences of the adverse reactions that were listed so that they can gauge the risk vs benefits of taking the medication. At the end of the commercial, it showed that “8 out of 10 Medicare Part D patients can get Toujeo at the lowest branded copay” but failed to mention what this price would be.

* The commercial stated that along with diet and exercise, Toujeo once daily injection can help you to control your blood sugar and lower A1C for type 2 diabetes.
* The commercial did not state the place in therapy to transition to once daily long acting insulin.

1. **Victoza (Liraglutide)  
   Commercial:** [**https://www.ispot.tv/ad/w\_st/victoza-type-2-diabetes**](https://www.ispot.tv/ad/w_st/victoza-type-2-diabetes)

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Victoza | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | **58%** |

What the Commercial did Right

The commercial stated that the medication is for patient with T2DM, and clearly stated that it is not for T1DM. The commercial also explained that this medication is not insulin, and that it is also an injectable medication. It mentioned that Victoza helps to lower A1c and blood sugars while also lowering other cardiovascular risks like heart attack, stroke, or death. It also included that patients starting the medication may lose weight, and at the bottom of the screen, it said that patients lost on average of 6.2 pounds.

The commercial mentioned that Victoza should not be started if patients have a history or family history of medullary thyroid cancer, patients with multiple endocrine neoplasia syndrome type 2, or hypersensitivity to Victoza or any of its ingredients. The commercial also stated the serious adverse reactions that of pancreatitis, gall bladder issues, and hypoglycemia, and it goes on to mention the common adverse reactions of nausea, diarrhea, vomiting, decreased appetite, indigestion, constipation, and dehydration. It also states that taking Victoza with sulfonylureas may increase the risk of hypoglycemia.

How the Commercial could Improve

The commercial could have mentioned where Victoza falls into treatment guidelines, how it compares to other medications for treatment of T2DM, monitoring parameters for Victoza, or use within specific populations. The commercial also could have shown by how much it helped reduce A1c, blood sugars, and cardiovascular risks. The commercial also could have shown the incidence of each serious and common adverse reaction so that patients could properly determine the risks of starting the medication. The commercial also never mentions the cost of Victoza. Without insurance and with a GoodRx coupon, a month-long prescription can cost about $1000 if on a 1.8mg daily dose or about $700 if on a 1.2mg daily dose.

* The commercial stated that Victoza is a once daily injectable medication to lower A1c, blood sugar, and cardiovascular risks like heart attack, stroke, or death.
* The commercial did not state place in therapy or potential high cost.

1. **Austedo (Deutetrabenazine)  
   Commercial:** [**https://www.ispot.tv/ad/OGi3/austedo-its-not-ok-its-time-to-treat-td**](https://www.ispot.tv/ad/OGi3/austedo-its-not-ok-its-time-to-treat-td)

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Austedo | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | **58%** |

What the Commercial did Right

The commercial mentioned that Austedo is used to reduce tardive dyskinesia in adults. It then went on to state its contraindications of use in patients with Huntington disease who are suicidal or have untreated or inadequately treated depression, coadministration with tetrabenazine or valbenazine, coadministration with or within 20 days of discontinuing reserpine, or liver impairment. It also mentioned common adverse reactions of inflammation of the nose and throat, insomnia, and sleepiness. Some serious adverse reactions mentioned are irregular or fast heartbeat, restlessness, or movements mimicking Parkinson’s, fever, stiff muscles, problem speaking, or sweating.

How the Commercial could Improve

The commercial did not mention how effective it was at reducing tardive dyskinesia or how it compared to other medications that are used to reduce the symptoms of tardive dyskinesia. It also did not mention where it falls into place of therapy, how it is dosed, or what monitoring parameters are required while taking the medication.

It also mentions at the end of the advertisement that patients can pay as little as $0 for your first 30 days of treatment, but it also says that limitations may apply in small letters under it but fails to mention any of those limitations. For a month-long prescription of 12mg Austedo, without insurance the GoodRx coupon price is about $6000.

* The commercial stated Austedo to reduce tardive dyskinesia symptoms.
* The commercial did not state the efficacy Austedo, place in therapy, potential high cost, or the dosing.

1. **Otezla (Apremilast)**

**Commercial: https://www.ispot.tv/ad/tJ5G/otezla-family-dinner**

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Otezla | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | **58%** |

What the Commercial did Right:

The commercial indicated that Otezla is to be used for moderate or severe plaque psoriasis. It

mentioned that 75% of patients had clearer skin after 4 months of therapy. It then went on to state its

contraindication that patients who are allergic to Otezla should not use it. It mentioned that the product

may cause severe adverse reactions of severe diarrhea and depression. It also mentioned the common

adverse reactions of nausea, vomiting, weight loss, upper respiratory tract infection, and headaches

may occur. The commercial also mentioned that if you have a history of depression, suicidal thoughts, or

are pregnant or wanting to become pregnant to talk with your doctor before starting the medication.

The commercial also stated that your doctor should monitor your weight while taking Otezla.

How the Commercial could Improve:

The commercial could have clearly defined what clearer skin is to the patient so that they may know just

how well Otezla works. The commercial could have also said how the product compares to other similar

products on the market, where it’s place in therapy is, how it interacts with other commonly used

medications, or the cost of the medication. It did state the adverse reactions of the medication, but it

would have been helpful to the patient if the incidence of each adverse reaction was stated.

* The commercial stated that Otezla treats moderate or severe plaque psoriasis. It mentioned that 75% of patients had clearer skin after 4 months of therapy.
* The commercial did not state place in therapy, dosing, and high drug cost.

1. **Sunosi (Solriamfetol)**

**Commercial: https://www.ispot.tv/ad/tzMh/sunosi-missing-amazing-things**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Sunosi | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | **83%** |

What the Commercial did Right:

The commercial indicated that this medication is to be used for patients with obstructive sleep apnea

that have excessive daytime sleepiness. It also stated that the product improves wakefulness for up to 9

hours at 12 weeks in a clinical study. It also explains that Sunosi does not treat the cause of OSA nor

does it replace of any treatments or devices that are prescribed by the doctor.

It states the contraindication of use that includes that you should not take Sunosi if you have taken an

MAOI in the last 14 days. It also mentioned severe adverse reactions that may occur of increased blood

pressure and heart rate, which can increase the risk of heart attack, stroke, heart failure, or death. It

also mentions the common adverse reactions that include anxiety, problems sleeping, irritability,

agitation, headache, nausea, and decreased appetite. It also mentioned that the patient should monitor

themselves for these adverse reactions and tell their doctor about them as they may need a decreased

dose or discontinuation of the medication. It also states that patients that have a heart condition or high

blood pressure should talk to their doctor before taking Sunosi.

How the Commercial could Improve:

The commercial stated that it improves wakefulness, but it did not say by how much, which would be

helpful for patients to know. It also did not state where the medication fits into therapy. It would have

been helpful to the patient to also know the incidence of each adverse reaction, or by how much their

risk of cardiovascular events increases by when taking Sunosi. IT would have also been helpful to know

how this medication could affect other medications that patients may be on. At the end of the

commercial, it states that patients may pay as little as $9 per month when taking the product, but it

does not mention any of the limitations that may apply, which would be helpful for patients to know.

* The commercial stated Sunosi is indicated for patients with obstructive sleep apnea that have excessive daytime sleepiness. It also stated that the product improves wakefulness for up to 9 hours at 12 weeks in a clinical study.
* The commercial did not state Sunosi’s place in therapy or how comparable it is to other medication. It also could be a potentially high cost medication if ineligible for assistance.

1. **Rybelsus (semaglutide)**

**Commercial:** [**https://www.ispot.tv/ad/nvgx/rybelsus-wake-up**](https://www.ispot.tv/ad/nvgx/rybelsus-wake-up)

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Rybelsus | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 67% |

What the Commercial did Right:

The commercial states Rybelsus is used in combination with diet and exercise to help control Type 2 diabetes. The commercial also goes into the 3 possible mechanisms of action- increasing insulin release from pancreas, decreasing sugar from liver and slow gastric emptying- to explain how the medication can lower A1C. It mentions dosing in writing at the bottom and how it correlates to A1C% decrease or weight loss. It also mentions contraindication criteria and serious/common adverse reactions.

How the Commercial could Improve:

The commercial did not go into detail about the place in therapy for this medication or alternative agents. It warns against possible hypoglycemia if used with other drug classes such as sulfonylureas. This is useful; however, it could be confusing for patients. The commercial also did not mention drug price without insurance- 818 dollars per package.

* The commercial stated that Rybelsus is used in combination with diet and exercise to help control Type 2 diabetes- up to 77% of people achieved an A1C <7% and the average weight lost was 7 lbs.
* The commercial did not state rybelsus’s place in therapy, or high cost of medication.

1. **Xeljanz (tofacitinib)**

**Commercial:** [**https://www.ispot.tv/ad/O1Z1/xeljanz-mornings-raking**](https://www.ispot.tv/ad/O1Z1/xeljanz-mornings-raking)

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Xelijanz | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 42% |

What the Commercial did Right:

Commercial states its place in therapy somewhat by stating it is a treatment option if methotrexate therapy failed. Commercial states the medication’s indication is RA. It also warns against serious and common adverse drug reactions. The contraindications of the medication are also well stated. The commercial’s main strength was mentioning place in therapy somewhat.

How the Commercial could Improve:

The commercial left out a lot of crucial information about the drug. It does not mention statistics about the drugs efficacy. It does not mention any information about dosing. In addition, it is a biologic, so it is quite expensive, and cost was not mentioned compared to methotrexate or other agents. It does not bring up and monitoring parameters for efficacy or safety. Lastly, the commercial states this medication has been on the market a long time which I think can persuade the general population to think it is safer than other alternatives.

* The commercial stated that Xelijanz treats rheumatoid arthritis if methotrexate therapy failed.
* The commercial did not state Xelijanz efficacy, dosing or the high cost of the medication.

1. **Rinvoq (upadacitnib)**

**Commercial: https://www.ispot.tv/ad/Owh0/rinvoq-your-mission-motorcycle**

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Rinvoq | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 42% |

What the Commercial did Right:

The commercial states that the medication is for RA. I think the best thing about this commercial is at the end it states AbbVie has a program to help patients afford the medication-unlike others. This commercial states a simplified mechanism of action which is beneficial for patients to understand. It also discusses serious and common ADRs that most RA commercials include such as increased risk of infection, increase risk of lymphoma, or risk of internal bleeding etc. It also discusses the need for testing for certain diseases before initiation of treatment aka contraindications.

How the Commercial could Improve:

The commercial left a lot of information out of the commercial. Although the commercial talks about a potential mechanism of action it does not mention how well the drug works efficacy wise. It also does not talk about monitoring parameters to know if drug is working or how healthcare professionals keep you safe. It does not mention dosing or what dosage form the drug comes in. Lastly, the commercial does not mention what patient would be a candidate for therapy.

* The commercial stated Rinvoq is used to treat rheumatoid arthritis. It is stated that AbbVie has a program to help patients afford the medication.
* The commercial did not state the efficacy, dosing, place in therapy, how it compares to other drugs, and monitoring parameters.

1. **Jardiance (empagliflozin)**

**Commercial: https://www.ispot.tv/ad/OB\_U/jardiance-meet-the-people-on-it**

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Jardiance | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 58% |

What the Commercial did Right:

The commercial explained the drug is used for type 2 diabetes and it also advertised that it provides coverage for the heart. It says, “it reduces the cardiovascular risk for people with type two diabetes and existing heart conditions.” I think this sentence was very important to say (specific population) in the commercial or else patients without preexisting heart conditions might want it to “cover” them. The commercial also states all the common and potentially serious adverse drug reactions that may occur with this drug such as UTI, yeast infections to kidney dysfunction.

How the Commercial could Improve:

The commercial does not state how effective this drug is at lowering the A1C or protecting against cardiovascular death in those that are at risk. The commercial does not state how to monitor for improvement in symptoms. It makes sense to a healthcare professional like me that you monitor by glucose readings, A1C and major events. However, the average person might not be so inclined to think this way. In addition, the commercial does not mention how this price compares to other cheaper diabetes medications such as metformin for example. This could be a problem for many patients. Lastly, this medication once again does not mention it’s place in therapy or when a person should consider this medication. It does mention not to take the medication with sulfonylureas or insulin because risk of hypoglycemia; however, many patients do not understand these technical terms.

* The commercial stated that Jardiance lowers A1C and blood sugars and it reduces the cardiovascular risk if the patient has preexisting cardiac condition. It also mentions important serious and common adverse drug reactions.
* The commercial did not state Jardiance’s place in therapy, efficacy, and high cost.

1. **Enbrel (etanercept)**

**Commercial: https://www.ispot.tv/ad/n9wK/enbrel-erin-and-margo**

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Enbrel | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 42% |

What the Commercial did Right:

The commercial states the medication is for RA. It also stated that it is for moderate or severe RA which is beneficial, however, it does not mention its spot in therapy. The commercial mentions serious and common adverse drug reactions – very similar to other RA drug therapy commercials. Lastly, the drug did mention the mechanism of action which is helpful for patients to understand.

How the Commercial could Improve:

The commercial states it is for moderate to severe RA, but it does not mention this drug’s place in therapy. It also does mention how to monitor or what parameters to trend in drug therapy to ensure it is working. The commercial has the dosing in writing at the bottom and mentions methotrexate use, but I think it is important to verbalize these things. It does not state how well the drug works compared to other therapies. Lastly, the drug price is mentioned at the end that it could be as low as five dollars a month. This is very misleading to most patients. This therapy is very expensive- 6,000 or more through goodrx coupons. There should be information that the five-dollar deal is through a company card that most people must meet certain criteria to be eligible. That way they don’t advocate for use and then not be eligible for assistance programs.

* The commercial states that Enbrel is indicated treatment for patients with moderate-severe rheumatoid arthritis.
* The commercial did not state the efficacy, high cost, place in therapy, or dosing schedule.

1. **Caplyta (lumateperone)**

**Commercial:** [**https://www.ispot.tv/ad/OwHt/caplyta-see-progress-differently**](https://www.ispot.tv/ad/OwHt/caplyta-see-progress-differently)

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Caplyta | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 58% |

What the Commercial did Right:

The commercial states that this drug is made for schizophrenia disorder. It emphasizes the importance of little changes could be a sign of hope for many patients with the disorder which I think is positive to give patients realistic goals. It also talks about the benefit of once daily dosing to help with compliance in this population of patients which I think is important. It mentions the serious and common adverse drug reactions. It stated that cholesterol, sugar levels and weight gain were like placebo in clinical trials. This is a major adverse reaction to many antipsychotics, so it is important that they mention how it compared to the control. It also mentioned potential interactions it could have with other medications and that the elderly should not take this medication due to increase mortality.

How the Commercial could Improve:

The commercial does not state where in therapy this medication should be used. It should mention what line of therapy it should be used or other non-pharm options to consider controlling this condition. It touched on how it would be small improvements but did not discuss actual level of improvements the patient could see. It did not mention monitoring parameters beside how to measure the adverse drug reactions. Lastly, at the end of the commercial, there was coupon card that said the patient could spend as low as zero dollars a month for this medication. I once again think this is very misleading to most patients. This is misleading because it does not mention how to apply or the criteria to be eligible for drug assistance through the company. More information should be shared about actual price of the drug -1,500 dollars or more per month through good rx.

* The commercial stated that caplyta controls symptom of schizophrenia disorder.
* The commercial did not state the when to use this therapy or whether it is a monotherapy or add on therapy. It also did not mention the potential high cost of the medication if ineligible or how well the medication works.

1. **Verzenio (abemaciclib)**

**Commercial: https://www.ispot.tv/ad/OREL/verzenio-all-the-time-in-the-world-featuring-april-ross**

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Verzenio | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 75% |

What the Commercial did Right:

This medication states it is for HR positive HER2(-) metastatic breast cancer. I think this commercial’s greatest strength is differentiating what type of breast cancer subtype it is effective against, that it gave efficacy data, and stated its place in therapy. The commercial states this medication is for women who failed hormone therapy and it is used in combination with fluvesterant for the best results. The commercial states that this medication can extend a patient’s life up to 9 months longer than just with fluvestrant monotherapy. It can also delay disease progression up to 7 months longer than monotherapy with fluvestrant. This is important to give the objective data to the patient, so the patient can have realistic goals.

How the Commercial could Improve:

The commercial was one of the best yet I have seen. The few things it could have done better was mentioned the cost of the medication since it is highly expensive or mentioned possible assistance programs. It also could have mentioned monitoring parameters to ensure efficacy and safety.

* The commercial stated Verzenio is an add on treatment option for HR positive HER2(-) metastatic breast cancer patients that have failed hormone therapy. Also it was mentioned that it can extend a patient’s life up to 9 months longer than just with fluvestrant monotherapy.
* The commercial did not state the high cost or monitoring parameters.

1. **Emgality (galcanezumab)**

**Commercial: https://www.ispot.tv/ad/nvpA/emgality-imagine**

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Emgality | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 50% |

What the Commercial did Right:

The commercial states the indication for migraine prevention. I think it was important to state it is a once monthly injection. It did not discuss about breakthrough migraine coverage, but this medication is just for prevention. It stated the common side effects form the medication and when to contact the doctor. It stated the medication is contraindicated if the person has had an allergic reaction to it before. Lastly, it stated that it could decrease migraines up to 50%!

How the Commercial could Improve:

The commercial left a lot of information out of this commercial. It does not mention its place in therapy. It does not state what therapy a person should try first before insurance will pay for this medication, or how to treat breakthrough migraines if this prevention fails. In addition, it does not talk about price or assistance programs for the medication- 600$ with goodrx for a month supply.

* The commercial stated Emgality is for migraine prevention. It mentioned it could decrease migraine days up to 50%.
* The commercial did not state the medication’s place in therapy, how it compares to other migraine prevention agents, or potentially how expensive Emgality it can be if ineligible for assistance.

1. **Skyrizi (Risankizumab)**

**Commercial: https://www.ispot.tv/ad/Owuc/skyrizi-clear-skin**

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Skyrizi | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 58% |

What the Commercial did Right:

The commercial states that it is for plaque psoriasis to ensure clearer skin. It is important to differentiate it is not for any type of psoriasis. It also states that it is only dosed four times a year after two starter doses which is convenient for most people and is huge selling point. It then goes on to talk about the efficacy of the drug ¾ people achieve 90% clearer skin after 4 months of treatment and 9/10 sustained clear skin for the entire year of therapy. I think it was important to state this, so the patient has an idea of what to expect from therapy. The commercial states if the patient could not afford the medication, then prescriptions could be as low as five dollars per month is you sign up for their assistance program through their card.

How the Commercial could Improve:

The commercial does not mention any other treatment options or when the patient should consider this medication. It does not mention how to monitor to ensure efficacy and safety of the patient. Lastly, it does not mention any potential interactions it can have with other therapies.

* The commercial stated that Skyrizi is an 12 week infusion treatment for plaque psoriasis to ensure clearer skin. It mentioned ¾ people achieve 90% clearer skin after 4 months of treatment and 9/10 sustained clear skin for the entire year of therapy.
* The commercial did not state when this treatment would be appropriate or how high cost it can be if ineligible for assistance.

1. **Prolia (denosumab)**

**Commercial: https://www.ispot.tv/ad/Ogyw/prolia-dog-wash**

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Prolia | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 75% |

What the Commercial did Right:

This medication is for women who are post-menopausal who have osteoporosis and are at high risk of bone fracture. The writing at the bottom of the commercial states it is for people who failed other therapy or could not tolerate other osteoporosis treatments. It is stated that the dosage is one shot every six months. It does not mention loading dose at the beginning of therapy. Another positive thing about this commercial compared to others it mentions to monitor blood calcium levels! This is the first commercial I have heard to make a monitoring recommendation. However, it does not talk about how to monitor for efficacy.

How the Commercial could Improve:

This commercial does not mention how effective this medication can be. I know this is a hard measure to report since it is a preventive medication, but I think it is important to share clinical trial data. It mentions when a person should consider this therapy, but it does not mention what therapies they must fail first to be approved for this therapy. Lastly, price is not mentioned in the commercial at all and this therapy is up to 1,500 dollars per injection through goodrx.

* The commercial stated that Prolia is an injection every 6 months to treat osteoporosis for postmenopausal women who failed other treatments.
* The commercial did not state efficacy of Prolia or high cost of the drug.

1. **Ubrelvy (Ubrogepant)**

**Commercial: https://www.ispot.tv/ad/ne5s/ubrelvy-stop-migraines-in-its-tracks-featuring-serena-williams**

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Ubrelvy | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 42% |

What the Commercial did Right:

The commercial has stated that this medication is used to treat onset of migraines. It has 60% efficacy rate when used and shows effect within two hours of dosing. It says in writing that is a 50mg tablet and dosed once at onset of migraine.

How the Commercial could Improve:

The commercial does not state what therapies you must try first to be approved for this drug. It also does not state what other therapies are options for migraine treatment. The commercial does not specify what type of migraine patient this medication is for. It states two common adverse reactions are nausea and tiredness. I am wondering if those are the only adverse reactions or if they are leaving out the more serious ones. Cost and monitoring were not mentioned at all in this commercial.

* The commercial stated that Ubrelvy is used at the onset of a migraine to quickly resolve it. It can reduce 60% of migraines if taken within 2 hours of onset.
* The commercial did not state the place in therapy for this medication or the high cost of the drug compared to other options.

1. **Nurtec (Rimegepant)**

**Commercial:** [**https://www.ispot.tv/ad/OY8W/nurtec-odt-hide-in-the-dark-featuring-khloe-kardashian**](https://www.ispot.tv/ad/OY8W/nurtec-odt-hide-in-the-dark-featuring-khloe-kardashian)

Ranking:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Nurtec | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 33% |

What the Commercial did Right:

The commercial is shorter than most I have reviewed so far. It describes that the indication for the medication is for migraine treatment. It specifies it is not for prevention of migraines but for quick use in migraine attacks. It states the drug is an ODT 75mg tablet to use for attacks.

How the Commercial could Improve:

The commercial states the most common adverse reaction is nausea. It does not mention serious side effects which is worrisome for me. The patient may not have the whole picture to measure benefit vs risk. Next, the commercial does not mention place in therapy, how efficacious this medication is used for migraine treatment, or how to monitor efficacy of therapy or side effects. There is no mention of other agents. Lastly, price is not mentioned.

* The commercial states Nurtec is a ODT tablet used to treat migraine upon onset and the most common adverse drug reaction is nausea.
* No other important drug information is shared such as a place in therapy, cost, alternative agents, monitoring parameters, or the drug’s efficacy!

1. **Phexxi**

**Commercial: https://www.ispot.tv/ad/q7lw/phexxi-welcome-to-my-vagina-featuring-annie-murphy**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Phexxi | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 67% |

What the Commercial did Right:

The commercial stated that this is a hormone free contraception. It states that this is an option for people who have tried hormone contraceptives but could not tolerate therapy due to adverse effects. This medication is a gel you use right before intercourse. I think it was very important to include dosage form and the fact it is an option instead of the traditional hormone therapy, so the patient know all their options and what to expect. It states in writing at the bottom of the commercial that it is 86% effective with normal application and 93% effective with perfect administration. I wish they would verbalized this fact and compared it other birth control methods.

How the Commercial could Improve:

This commercial did not say this medication had any monitoring parameters for the healthcare professional. However, it mentioned potential adverse drug reactions to monitor. I think the most important downfall to this commercial was it did not include any information about the cost. This is a new drug compared to cheap hormonal contraceptive. A box of 12 applicators can be 300 dollars out of pocket compared to 25$ birth control monthly or any other options.

* The commercial states that Phexxi is an alternative hormone free contraception gel to use before intercourse if the patient has adverse reactions to hormonal contraceptives. It mentions that the medication is 93% effective if application is administered perfectly, but the average efficacy is 86%.
* The commercial did not state how phexxi compares to other hormone free contraceptives or the high price.

1. **Biktarvy (BICTEGRAVIR/EMTRICITABINE/TENOFOVIR ALAFENAMIDE)**

**Commercial: https://www.ispot.tv/ad/nfXj/biktarvy-keep-loving-who-you-are-questions**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Biktarvy | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 67% |

What the Commercial did Right:

This commercial states this medication is for HIV positive patients to control viral loads to be undetectable. It states clearly it does not CURE HIV, which is very important. It is a once daily combination pill that makes improves compliance for patients. It also states that contraindications to this medication is if the patient is on rifampin which is a common therapy HIV patients could be on. Monitoring levels are trending viral load levels to measure when you are undetectable. This special population of HIV patients and have the subtype HIV-1 virus.

How the Commercial could Improve:

It does not state how effective the medication is to control viral load. It does not state the average amount of time to achieve this goal or how many people fail therapy. It also does not mention the cost of therapy or assistance programs. These anti-viral medications are very expensive.

* The commercial states Biktarvy is once daily medication for HIV positive patients to control viral load with the goal of keeping the viral load undetectable. It states that Biktarvy is not a cure.
* The commercial did not state the efficacy of Biktary to make viral loads undetectable, its place in therapy protocol or high cost.

1. **Namenda XR (memantine)**

**Commercial: https://www.ispot.tv/ad/Aqx2/namenda-xr-guardian-sunshine-ally**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Namenda | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 50% |

What the Commercial did Right:

I think the biggest strength of this commercial is it states the indication is for older adults with moderate-severe Alzheimer’s disease, and it sets realistic goals of therapy. It states that the medication may improve cognitive performance and slow progression of disease, but it will not reverse damage or cure the patient. It defines the medication’s place in therapy is add on therapy to an already established drug regimen. It also states the dosage options and the once-a-day dosing schedule which is ideal for this treatment population.

How the Commercial could Improve:

The commercial does not mention any efficacy data for the drug therapy. It also does not mention monitoring parameters to measure efficiency or safety parameters. The last weakness of this commercial is it does not state what other Alzheimer medications should this medication be added on to or possible interactions.

* The commercial states that Namenda is a once a day medication that can improve cognitive function/performance and slow progression of dementia for patients with moderately to severe dementia.
* The commercial does not mention possible interactions with other medications or monitoring parameters.

1. **Breztri (Budesonide, Glycopyrrolate, and Formoterol)**

**Commercial: https://www.ispot.tv/ad/tibb/breztri-aerosphere-walk-in-the-park**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Breztri | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 67% |

What the Commercial did Right:

This commercial states this medication is a once daily triple therapy combo inhaler for Chronic COPD patients. The greatest strength of this commercial is that it states it can decrease COPD flare ups to up to 50% in most patients. I also think it was important that they mention washing out mouth after use due to increase risk of thrush. This is the most important instruction with these inhalers that often gets overlooked.

How the Commercial could Improve:

The biggest issue with this commercial in my opinion is that it says the medication protects the patient from COPD “flare ups”. This is not a medication term. They should be referring to exacerbations. I am confused it was to improve patient education or if flare ups have different criteria than exacerbations. Lastly it mentions the option for assistance to make the inhaler as cheap as zero dollars per month, but it does not mention criteria to get approved for assistance.

* The commercial states that Beztri is a once daily inhalation to control chronic COPD symptoms. It mentions that beztri can decrease COPD flare ups to up to 50% in most patients and most important common/serious adverse drug events.
* The commercial did not state where this inhaler fits into therapy guidelines, monitoring parameters, or potential high cost if ineligible for assistance.

1. **Yupelri (revefenacin)**

**Commercial: https://www.ispot.tv/ad/tzF5/yupelri-maintains-better-breathing**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Yupelri | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 50% |

What the Commercial did Right:

The commercial states that this medication is a once a day nebulizer solution given to moderate to severe COPD patients to ensure better breathing for 24 hours. The commercial does an excellent job portraying that this is not an inhaler but a nebulizer which is important. It also states that this medication does not replace the need for other inhalers, and it is not for acute symptoms. Lastly, I thought it was important that they mentioned all the possible muscarinic side effects as serious adverse drug reactions.

How the Commercial could Improve:

The commercials biggest downfall was it did not mention its potential place in therapy for the patient. COPD guidelines are very strict about what treatment is appropriate for each stage of COPD. This commercial should have advertised which stage of patients could qualify for the medication. Lastly, the commercial once again did not mention price or how to monitor efficacy for the medication.

* The commercial stated that Yupelri is a once a day nebulizer solution given to moderate to severe COPD patients to ensure better breathing for 24 hours
* The commercial didn’t state where in therapy guidelines this medication fits, the high cost, or the efficacy.

1. **Anoro (Umeclidinium and Vilanterol)**

**Commercial: https://www.ispot.tv/ad/Z3p2/anoro-my-own-way-breathe-better-0**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Anoro | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 58% |

What the Commercial did Right:

The commercial stated that this medication is a once-a-day inhaler for COPD patients. It states that this inhaler is contraindicated for asthma patients. It explains the mechanism of action in patient friendly terms explain bronchodilators. It explains all the common and serious adverse reactions of the medication. Lastly, I think this was the first commercial I have seen yet to have large print saying only some commercial insured patients would be approved for assistance program that could cost the patient as little as zero dollars per month for the medication.

How the Commercial could Improve:

The commercial did not explain this inhalers place in therapy. COPD guidelines are very strict about what treatment is appropriate for each stage of COPD. This commercial should have advertised which stage of patients could qualify for the medication and what other medications you might need to take with it. It did not explain the efficacy of the medication in the general population, the monitoring parameters to ensure efficacy and safety, or potential interactions.

* The commercial stated that Anoro is a once daily inhaler for COPD symptom management. It mentioned the important common/serious adverse drug reactions and that monetary assistance is only available if commercially insured.
* The commercial did not state Anoro’s place in therapy or efficacy.

1. **Linzess (linaclotide)**

**Commercial: https://www.ispot.tv/ad/OoBS/linzess-yes-deb**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Linzess | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 58% |

What the Commercial did Right:

The commercial states that this medication is a capsule used for IBS-C. The specific population that this drug is made for is a sub-diagnosis of IBS. I thought it was important to highlight the medication is not for constipation. Surprisingly, this commercial does mention other therapies for constipation. In the beginning, it shows the actress trying fiber and other alternatives at the grocery store. It specifically says this medication is not a laxative and to call a professional if diarrhea occurs.

How the Commercial could Improve:

This commercial does not state the efficacy of the medication. In addition to this, it does not mention what symptoms to monitor for efficacy. I think it is a major weakness that the commercial does not mention when to consider this therapy. Lastly, the commercial did not include any information about pricing or assistance programs. This can be up to 500 dollars per month through good rx which is a lot more money than traditional constipation therapies.

* The commercial stated that Linzess is a once daily capsule for IBS-C symptoms.
* The commercial did not state the efficacy of the drug compared to other much cheaper options or when to consider this therapy.

1. **Entyvio (vedolizumab)**

**Commercial: https://www.ispot.tv/ad/nRCk/entyvio-when-your-symptoms-say-not-today**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| entyvio | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 67% |

What the Commercial did Right:

The commercial stated that this drug is indicated for moderate to severe ulcerative colitis and Crohn’s Disease. This therapy is an option for patients that have failed other therapies. The commercial does not state what the other therapies are, but this is different than most commercials-that kind of portray the medication as a first line option. The commercial states that the treatment is a 30-minute infusion. I thought the commercial was complete to include the mechanism of action of the drug- block white blood cell entry into the GI tract to reduce inflammation. I think the biggest strength of this commercial, that I have not seen before, is that at the end it discusses the price of the drug. It shows a 30-day supply of the medication is 3,363 dollars, but this price can change with private insurance or their assistance program.

How the Commercial could Improve:

The commercial states that this medication is a 30-minute IV infusion verbally, but it isn’t until the very end of the commercial small print states that the maintenance dose is every 8 weeks. In addition, it does not discuss whether there is a loading dose or not. The commercial does not discuss how effective the medication is in controlling ulcerative colitis or Chron’s in patients. It does not discuss what other agents the patient should try first before this option. It does not discuss how to monitor for the serious and common adverse reactions discussed in the commercial or the efficiency of the medication.

* The commercial stated that Entyvio is a therapy option if other patients have failed other treatments for moderate to severe ulcerative colitis and Crohn’s Disease symptoms. I think the biggest strength of this commercial is that it shows a 30-day supply of the medication is 3,363 dollars, but this price can change with private insurance or their assistance program.
* This commercial did not state the efficacy of Entyvio or what other treatments to try first.

1. **Brilinta (ticagrelor)**

**Commercial: https://www.ispot.tv/ad/nQwF/brilinta-everything-changed-featuring-bob-harper**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| brilinta | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 67% |

What the Commercial did Right:

The commercial states this medication is a twice day medication for patients that are post heart attack to prevent platelet aggregation/clotting around stents and prevent subsequent heart attacks. It mentions serious and common adverse effects. It talks a lot about the importance of monitoring for bleeding. In addition, it states the contraindications for the medication is a history of major bleeds and talks about examples (ex: stomach ulcers). This is important because this simplifies medical jargon so that a lot of the patient population can understand.

How the Commercial could Improve:

The commercial does not mention the efficacy of the medication. It states it prevents other heart attacks or mortality from another heart attack, but it gives no objective end points to prove efficacy. The commercial also does not discuss this medication’s place in therapy. It states it should be used in combination with aspirin to prevent further damage, but it does not discuss other options such as clopidogrel which is much cheaper alternative.

* The commercial stated Brilinta is a twice day medication for patients that are post heart attack to prevent platelet aggregation/clotting around stents and prevent subsequent heart attacks. It also mentions very important common/serious adverse drug reactions and contraindications.
* The commercial did not state other cheaper treatment options or this efficacy of Brilinta.

1. **Xiidra (lifitegrast)**

**Commercial: https://www.youtube.com/watch?v=oiKAUsAWL-g**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| xiidra | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 67% |

What the Commercial did Right:

The commercial states that this is the only FDA approved twice a day eye drop for moderate to serve dry eye disease. It states this medication is an option when the patient fails other lubricants or OTC items that only give partial relief to the symptoms. The commercial states possible common and serious adverse drug reactions which is important.

How the Commercial could Improve:

The commercial does not state the efficacy of the medication to controlling dry eye symptoms. It also does not state possible cost of this prescription medicine compared to OTC products to control dry eye. Lastly, it discusses drug classes in the advertisement to try first before this medication, but no actual drug names of these OTC items.

* The commercial states that xiidra treats dry eye symptoms when patient has failed other dry eye treatments.
* The commercial did not state how well it controlled the dry eye symptoms or how the proce compares to other dry eye agents.

1. **Nugenix**

**Commercial: https://www.ispot.tv/ad/qOcW/nugenix-total-t-if-your-guy-is-over-40**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Nugenix | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 25% |

What the Commercial did Right:

The commercial stated that the drug is once daily dosing for low testosterone symptoms in men over 40. It also mentions it has a low price. It is not prescription it is an over-the-counter medication.

How the Commercial could Improve:

The commercial did not state many important facts such as place in therapy-comparison to testosterone prescription therapy. It does not discuss efficacy, potential adverse drug reactions, potential interactions, contraindications or monitoring parameters.

* The commercial states Nugenix is a low price once daily testosterone supplement. No other important drug information is shared in this commercial.

1. **Superbeets**

**Commercial: https://www.ispot.tv/ad/qZGu/superbeets-superbeets-support-your-brain-health-featuring-ferid-murad**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| superbeets | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8% |

What the Commercial did Right:

The commercial stated the supplement chews were for memory support and increase blood flow to help with memory support.

How the Commercial could Improve:

The commercial does not mention anything else besides what the supplement is for. I think this commercial is also very misleading because of a noble peace prize recipient that narrates the commercial which makes it seem like it has medical support.

* The commercial states that superbeets support memory and increase blood flow. There is no other important drug information shared in this commercial.

1. **Blood Builder**

**Commercial: https://www.ispot.tv/ad/qtch/megafood-blood-builder-increased-iron-levels**

Ranking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drug | Indication | Efficacy | Place in therapy | Dosing | Other agents | Serious  ADRs | Common  ADRs | Monitoring | Interactions | Cost | Contraindication | Specific Populations | **Rating** |
| Blood builder | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 17% |

What the Commercial did Right:

The commercial stated this supplement is for people with low iron levels who feel run down this should replenish their levels and give them more energy. It said to expect no common side effects and this therapy is for patients who can’t tolerate other supplements.

How the Commercial could Improve: The commercial did not mention the efficacy of this supplement or how it compares to prescription iron supplements. It did not state whether this should be tried first or second line to deal with iron deficiency anemia, what the dose is, serious adverse reactions, monitoring parameters, cost, or possible contraindications.

* The commercial states that blood builder is a supplement to replenish energy and iron levels. It mentions common side effects but no other important drug information.

# Comparison

In terms of ranking the commercials, the following shows the highest to lowest rating:

|  |  |  |
| --- | --- | --- |
| Drug | **Total** | Owner |
| Kesimpta | **83%** | Novartis |
| Trulicity | **75%** | Eli Lilly |
| Januvia | **75%** | Merck |
| Tremfya  Verzenio  Prolia | **75%**  **75%**  **75%** | Janssen  Eli Lilly  Amgen |
| Epclusa | **73%** | Gilead |
| Ozempic | **67%** | Novo Nordisk |
| Rexulti | **67%** | Otsuka |
| Repatha  Rybelsus | **67%**  **67%** | Amgen  Novartis |
| Stelara | **67%** | Janssen |
| Toujeo | **67%** | Sanofi |
| Vascepa | **67%** | Amarin |
| Vraylar | **67%** | Allergan |
| Xarelto  Phexxi  Biktarvy  Breztri  Entyvio  Brilinta  Xiidra | **67%**  **67%**  **67%**  **67%**  **67%**  **67%**  **67%** | Janssen  Evofem  Gilead  AstraZeneca  Takeda  AstraZeneca  Shire |
| Austedo | **58%** | Teva |
| Trintellix | **58%** | Takeda |
| Entresto | **58%** | Novartis |
| Farxiga | **58%** | Bristol-Myers Squib/AstraZeneca |
| Imvexxy | **58%** | TherapeuticsMD |
| Lyrica | **58%** | Pfizer |
| Victoza  Jardiance  Caplyta  Skyrizi  Anoro  Linzess  Namenda XR | **58%**  **58%**  **58%**  **58%**  **58%**  **58%**  **50%** | Novo Nordisk  Eli Lily  Nasdaq  AbbVie  GlaxoSmithKline  Allergan  Allergan |
| Chantix | **50%** | Pfizer |
| Dupixent  Emgality  Yupelri | **50%**  **50%**  **50%** | Regeneron  Eli Lilly  Mylan |
| Viagra  Xeljanz  Rinvoq  Enbrel  Ubrevly | **42%**  **42%**  **42%**  **42%**  **42%** | Pfizer  Pfizer  AbbVie  Amgen  Allergan |
| Aimovig | **33%** | Amgen |
| Humira | **33%** | AbbVie |
| Latuda | **33%** | Sunovion |
| Trelegy  Nurtec | **33%**  **33%** | Innoviva  Biohaven |
| Aleve  Nugenix | **25%**  **25%** | Bayer  N/A |
| Allegra | **17%** | Sanofi-Aventis |
| Benadryl | **17%** | McNeil |
| Mucinex  Blood builder | **17%**  **17%** | Reckitt Benckiser  N/A |
| Nexium | **8%** | AstraZeneca |
| Nyquil | **8%** | Vicks |
| Pepto-Bismol | **8%** | Procter & Gamble |
| Tylenol | **8%** | McNeil |
| Alka-Seltzer Plus  Superbeets | **8%**  **8%** | Bayer  Superbeets |
| cbdMD | **0%** | Level Brands |
|  |  |  |

# Conclusion

Overall, TV drug commercials have room for improvement in the information provided and in the way in which they provide it. In general commercials for OTC and herbal products had lower rating and provided less information. By combining some of the best attributes of each commercial, drug companies can significantly improve the way in which they advertise their products by providing more valuable information. This can then reduce some of the misconceptions and risk for adverse events across the country.

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