

“The American Medical Association and public health advocates have called for restrictions on direct-to-consumer drug advertising, warning that it inflates demand for newer, more expensive drugs at the expense of less costly alternatives.”

From 2015-2021
\$15.9 billion spent
on TV ads for drugs
with low therapeutic
value

[ACSH, Jan 2023](#)

2021 Pharma
Digital Ad
Spending
~\$14 Billion

[Statista, Sep 2022](#)

Pharma 2nd
highest spending
ad category in US

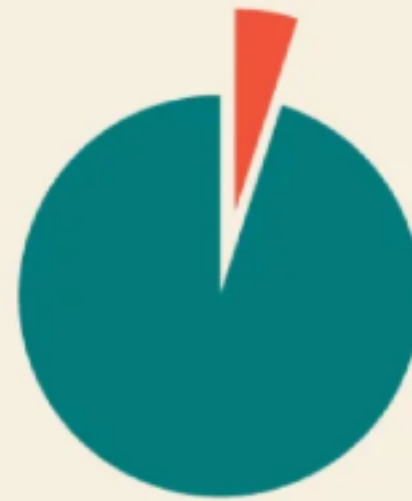
[Fierce Pharma, Apr
2023](#)

“At the heart of these efforts were the goals of reducing self-treatment and encouraging deference to professional medical judgment.”

MULTIPLE SCLEROSIS

Risk Factors

MS is
3x more common
in females than males.



First degree relatives of
someone with MS have a
2.5-5%
risk of developing MS.



If **one identical twin**
has MS, there's a
25% chance
that the other twin
will develop MS.

***Prevalence per 100,000 individuals**
Source: National Multiple Sclerosis Society

healthline

Illustration by Bailey Mariner