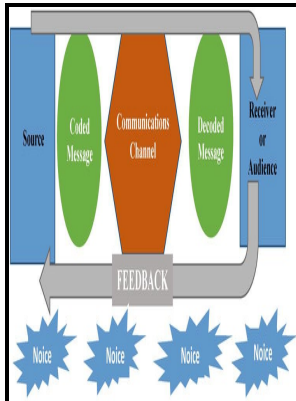


Effects of national advertising and branding on the practice of pharmacy

- - Medical Marketing in the United States, 1997



Description: -

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Healthcare Branding: Answering the All

Raising awareness can be beneficial if it increases diagnosis and effective treatments of serious or debilitating diseases, or destigmatizes diseases eg, HIV or embarrassing symptoms eg, impotence.

What Patients Should Know About Generic Drugs: A Resource Guide for Pharmacists

As a result, the company was ordered to conduct a 15-day business suspension, requiring it to halt manufacturing and sales of all prescription drugs for those 15 days. The smaller the tree, the direr the situation.

How drug marketing may influence prescriptions

Companies have worked with television scriptwriters to create disease-related story lines without disclosing the collaboration.

Prescription Drug Advertising and Promotion Regulations and Enforcement in Select Global Markets

Genetic test regulation is in flux. The principal investment is time—years, in fact—to uniquely differentiate the brand in the mind of the consumer, the patient and the public. There are several different global demographic and economic trends that are driving the pharmaceutical market, including a rapidly aging world population and an associated rise in chronic diseases, increased higher disposable incomes, greater government expenditure on healthcare and growing demand for more effective treatments.

ADVANCES IN HOSPITAL PHARMACY SERVICES: AN OVERVIEW

The Report of a Committee of Inquiry appointed by the Nuffield Foundation Chair: Sir K Clucas. Fundamentally, the law states that medications that require a medical prescription can only be advertised to healthcare professionals who can prescribe doctors or dentists or dispense pharmacists medications. Disease Awareness Campaigns Companies can conduct disease awareness campaigns anywhere in the world, even before corresponding drug approval occurs.

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