

PHYSICIAN RESPONSE TO DTC-ADVERTISED DRUG REQUESTS AND ITS EFFECT ON THE CONSUMER

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ABSTRACT

Recent studies have called for a better understanding of the relationship between patients and physicians, patient compliance, and the effects of DTC advertising on these (Morris et al., 2007; Royne & Myers, 2008). This paper examines whether the decision a physician makes to grant a prescription request or not (when a patient requests a drug he/she has seen in a DTC ad) significantly impacts the patient's satisfaction with a visit. The impact of the physician's decision on other important patient outcomes such as the patient's intention to comply with the physician's recommendations is also considered. In addition, the study examines whether there are optimal courses of action the physician can take (such as offer an alternative recommendation) in the case he/she does not plan to grant a prescription request.

The results from this study have important implications and should be of interest to a wide variety of audiences. Not only does it contribute to the marketing literature by providing us with a better understanding of the true nature of the influence of DTC advertising on the consumer, it provides

physicians with a better understanding of consumers' perceptions of the patient/physician relationship and may empower medical practitioners to positively impact patient satisfaction which, in turn, could ultimately impact patients' long-term health. It also provides preliminary evidence to public policymakers as to whether educational campaigns should be designed to educate consumers about the influence DTC advertising has on our lives.

REFERENCES

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