



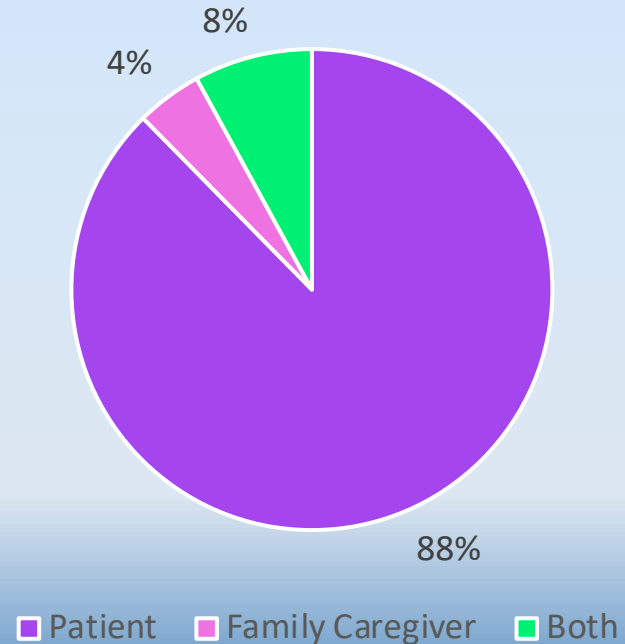
Patient Perspectives on Direct-to-Consumer Television Advertising

Pam Cusick, Senior Vice President, Rare Patient Voice

Helping Patients and Caregivers Share Their Voices

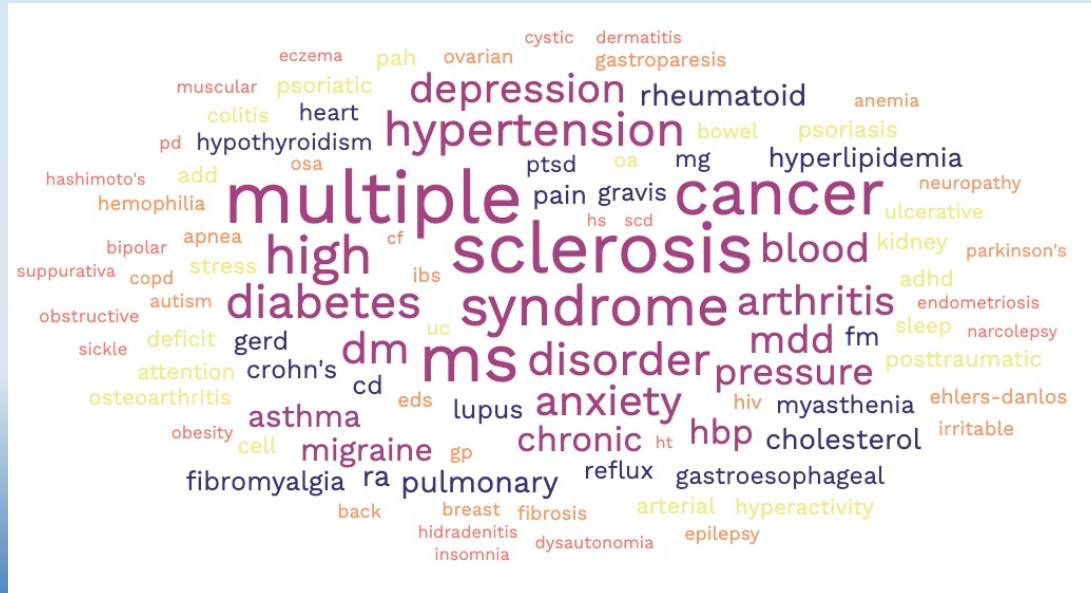
Rare Patient Voice 2023 patient survey

In February 2023, RPV conducted a survey of 2,036 patients and family caregivers (loved ones helping with care) in the United States. Questions pertained to preferences regarding direct-to-consumer television advertising of treatments and medications.



Many diseases were represented

The 2,036 respondents spanned over 600 rare and non-rare diseases, with many responding as having numerous conditions.

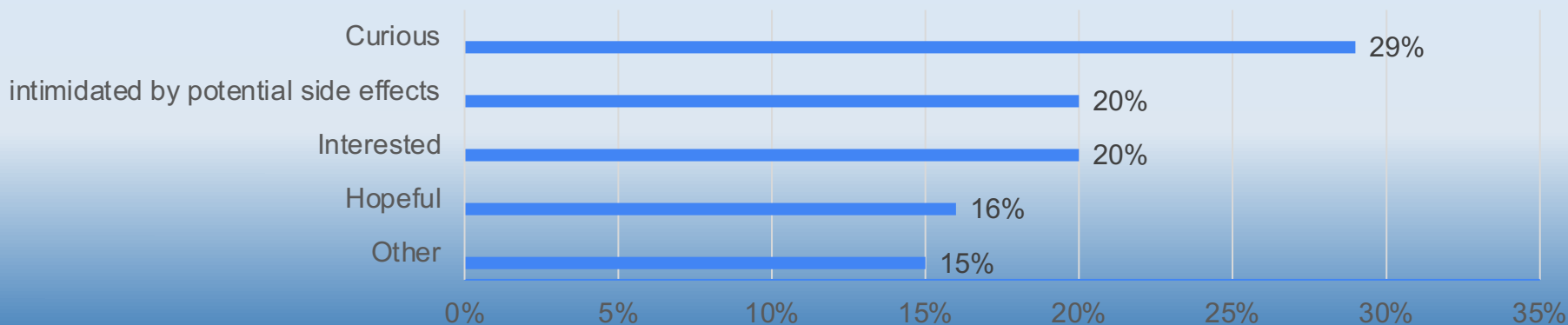


How TV ads make patients feel

65% reported a positive feeling such as curiosity, hopefulness, and interest.

15% reported a negative feeling such as being annoyed, bored, skeptical, or frustrated.

Do most television advertisements of treatments and medications make you feel (choose one):





Poll

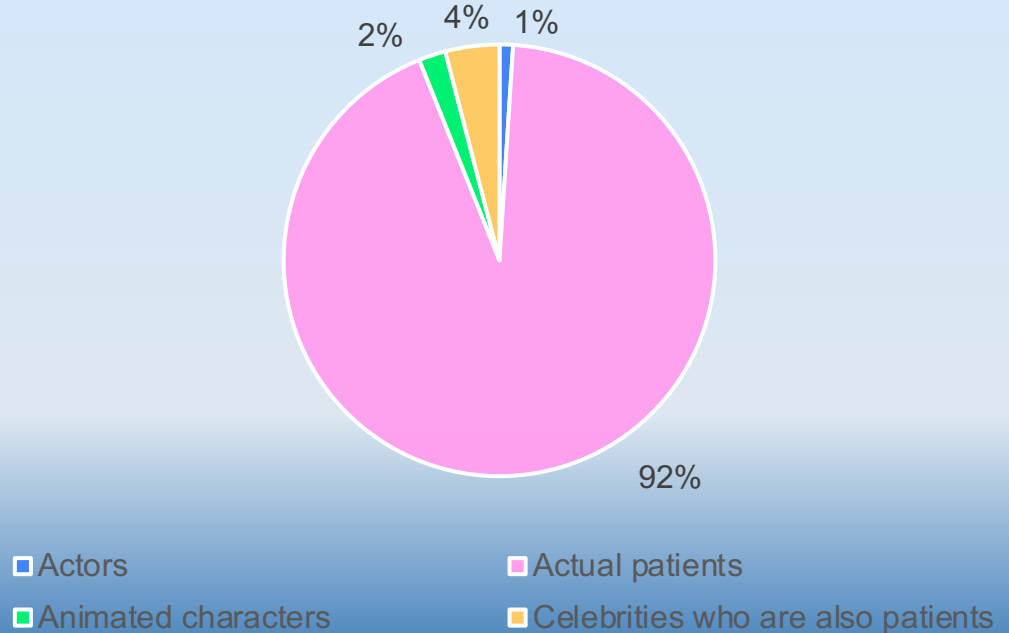
Which do you think patients prefer to see featured in TV ads?

- Actors
- Actual patients
- Animated characters
- Celebrities who are also patients

Patients prefer seeing real patients in ads

When patients were asked their choice, seeing actual patients were favored by a landslide.

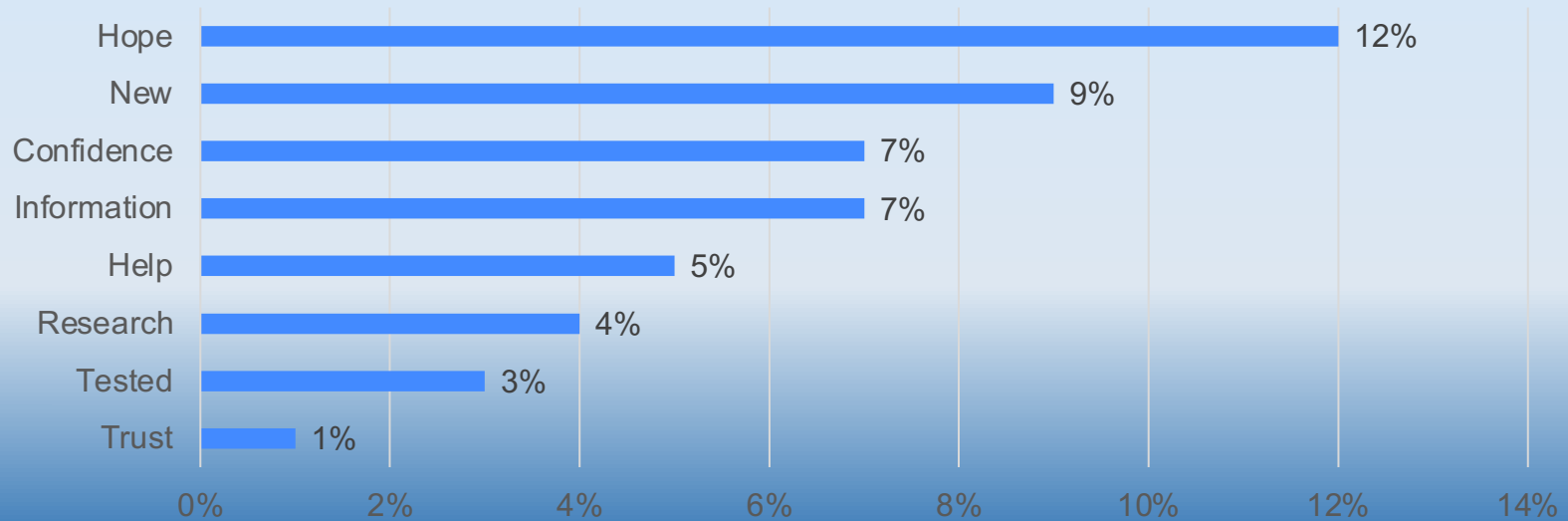
Preferences in TV Ads



TV ads can inspire more confidence in a product

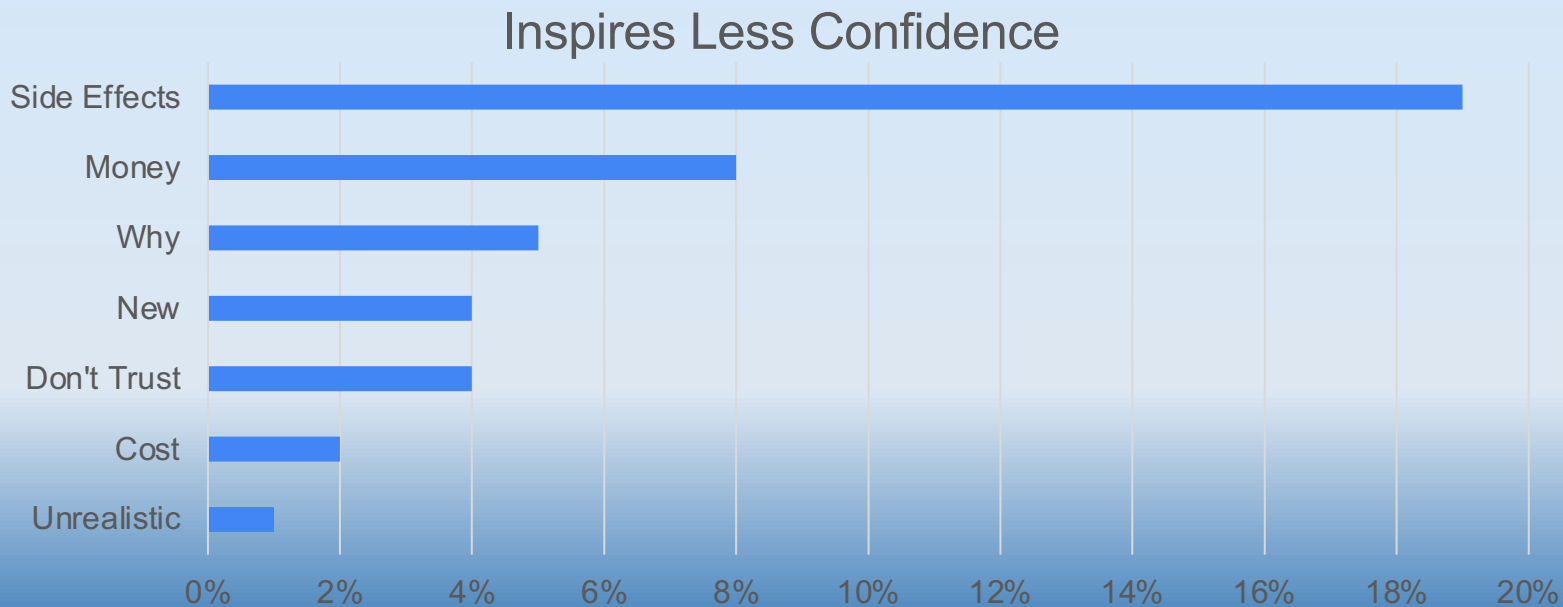
61% answered yes, TV ads can inspire great confidence. Those that did mentioned a variety of reasons.

Inspires Greater Confidence



They can also result in less confidence

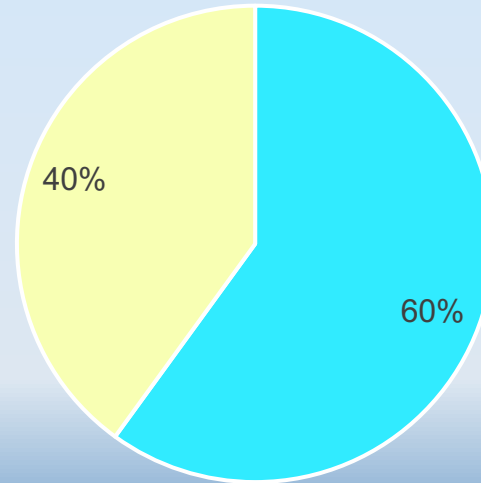
39% said TV ads make them feel less confident in a product, citing a number of reasons, led by a focus on side effects.



Ads do result in brand recognition

Think about an ad for a treatment or medication that caught your attention. Can you remember the brand name of the product?

60% reported remembering the name of a product after seeing in an ad.



Yes No

Brands respondents mentioned by name





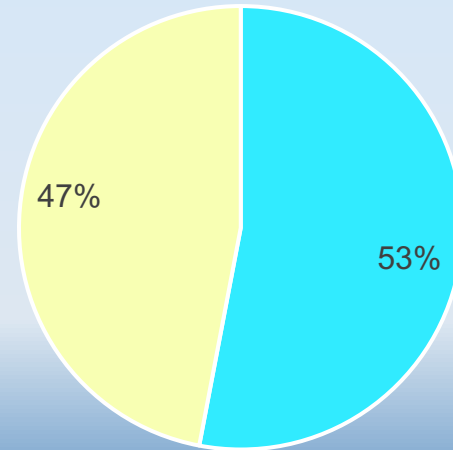
Poll

Do patients really ask doctors about treatments and medications they've seen advertised on TV?

Brand recognition leads to HCP discussion

Have you ever asked your doctor about a treatment or medication based on your having seen it advertised on television

Over half responded as having asked their doctor about a treatment or medication based on seeing it in a TV commercial.



Yes No



Suggestions for Advertisers

Use actual patients in commercials (the overwhelming suggestion) - “Don’t have paid actors or actor portrayals. It’s offensive and turns me off to the product. If you can’t get real patients, your product is not ready for the public.”

Be realistic - “Don’t depict Rheumatoid Arthritis patients doing everything. Small victories may resonate better. Like tying shoes, walking, using one’s hands for crafts.”

Be honest - “I want real stories—clear successes but also honest “helps significantly but doesn't make everything all better.”

“I’d like to see real world situations - single moms, financial toxicity issues, patients working two-three jobs to make ends meet.”



Suggestions for Advertisers

Don't overpromise - "Most of us with chronic diseases aren't expecting a cure but would love an improvement in our quality of life. Focus on that."

Share facts - "QR codes to scan during commercials"

Mixed feelings on side effects - "Don't hide the side effects, but don't let that be the last thing heard either. It seems like they are always listed at the end of the ad."

"More in-depth information on side effects"

"More benefits and less side effects"

Don't advertise - "Instead of spending so much money advertising, save money on ad spend so you can lower drug costs."



Summary

- There are predominately positive feelings around DTC TV advertisements for treatment and medications
- Patients strongly prefer seeing other real patients in commercials
- Realism, honesty, and facts are valued
- Commercials result in brand recognition, which results in patients mentioning brands to their doctors



Thank
You!



Visit us at www.rarepatientvoice.com

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Helping Patients and Caregivers Share Their Voices

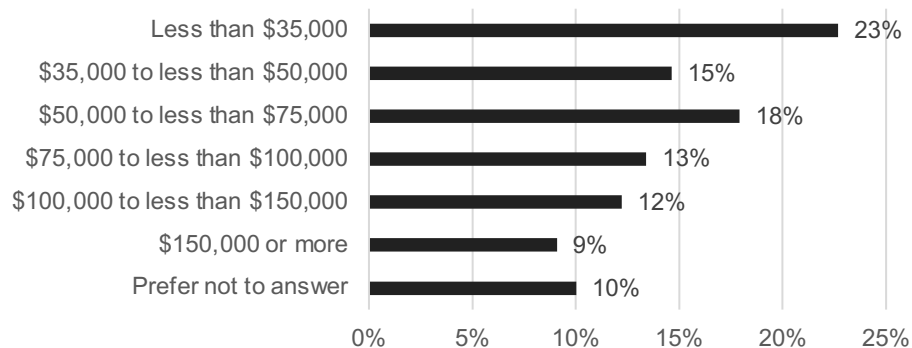
Appendix



Income



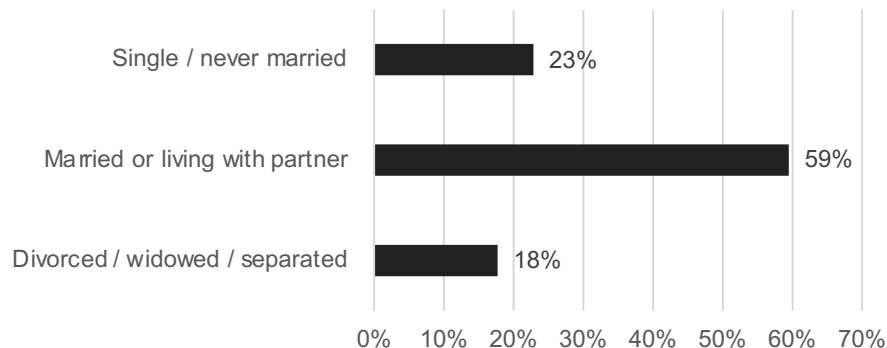
Q12. What is your total annual household income?



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Household Situation

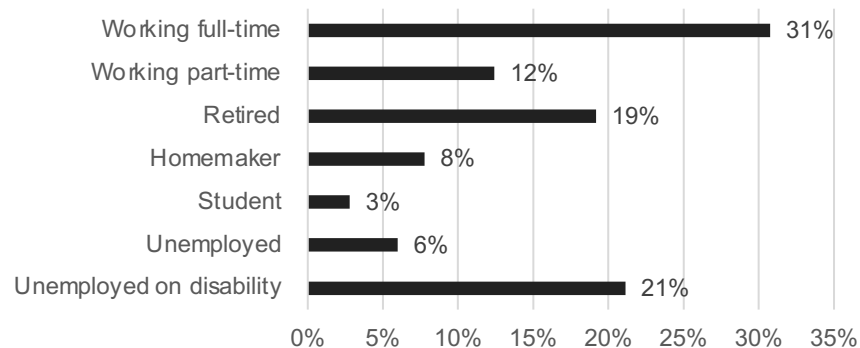
Q11. Which of the following best describes your household situation?



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Employment

Q10. What best describes your current employment?

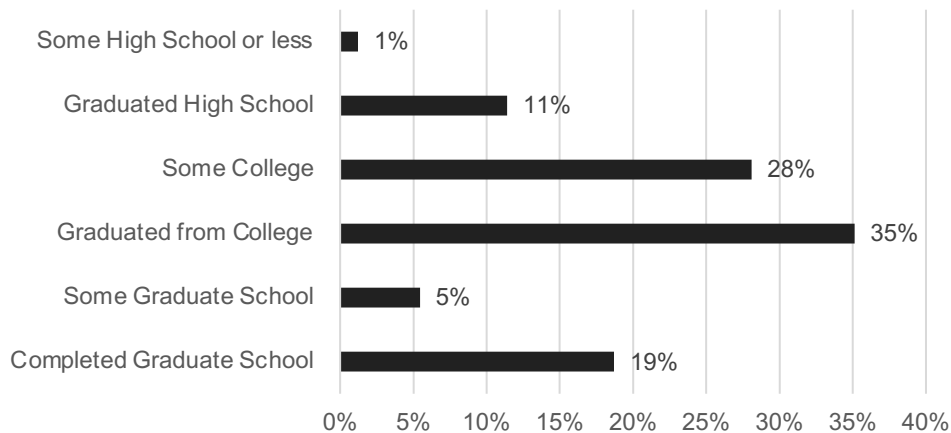


■ Q10. What best describes your current employment?

Education



Q9. What is the highest level of education you have completed?



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