Reducing Race Differences in Direct-to-Consumer Pharmaceutical Advertising

Reducing Race Differences in Direct-to-Consumer Pharmaceutical Advertising: The Case for Regulation

by Duncan Bhaskaran Brown

★★★★☆ 4 out of 5

Language	: English
File size	: 6110 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 104 pages
Hardcover	: 144 pages
Item Weight	: 12.8 ounces
Dimensions	: 6 x 0.38 x 9 inches

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Direct-to-consumer pharmaceutical advertising (DTCA) is a form of marketing that promotes prescription drugs directly to consumers. It is a multi-billion dollar industry that has been growing rapidly in recent years. DTCA has been shown to have a significant impact on consumer behavior, including increasing awareness of new drugs, increasing prescription rates, and increasing spending on prescription drugs.

However, DTCA has also been criticized for its potential to contribute to health disparities. Studies have shown that DTCA is more likely to target African Americans and Latinos than whites. This is concerning because African Americans and Latinos are more likely to suffer from chronic

diseases such as heart disease, diabetes, and cancer. They are also more likely to be uninsured or underinsured, which can make it difficult for them to afford the medications they need.

The book "Reducing Race Differences in Direct-to-Consumer Pharmaceutical Advertising" examines the role of DTCA in perpetuating racial health disparities in the United States. It provides an overview of the current state of DTCA, its impact on health disparities, and strategies for reducing these disparities.

The book is divided into three parts. The first part provides an overview of the current state of DTCA. It discusses the history of DTCA, the different types of DTCA, and the regulations that govern DTCA. The second part examines the impact of DTCA on health disparities. It presents evidence that DTCA is more likely to target African Americans and Latinos than whites, and that this targeting contributes to racial health disparities. The third part of the book discusses strategies for reducing race differences in DTCA. It presents a number of policy recommendations that could be implemented to reduce the impact of DTCA on health disparities.

The book "Reducing Race Differences in Direct-to-Consumer Pharmaceutical Advertising" is a timely and important contribution to the literature on health disparities. It provides a comprehensive overview of the issue of DTCA and health disparities, and it offers a number of policy recommendations that could be implemented to reduce these disparities.

About the Author

Lam Vu is a health economist at the University of California, San Francisco. His research focuses on the impact of health policy on health disparities.

He has published numerous articles in peer-reviewed journals, and his work has been featured in the media.

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