Introduction

• Direct to Consumer (DTC) ads are a form of advertising directed at a patient.
• In 2016, the U.S. spent $9.6 billion on DTC ads; $605 million was spent on DTC ads for dermatologic conditions.1
• DTC ads are associated with both positive and negative effects.2
  - Positive: Strengthens patient-provider relationships, reduce underdiagnosis and undertreatment, reduce stigma of disease.
  - Negative: May damage patient-provider relationship, misinformation, overemphasize drug benefits and downplay risks, promote unnecessary fear.
• Since 2004, 11 FDA approved drugs for moderate to severe psoriasis (10 biologics, 1 oral)
• Data suggest black race, older age, and higher out-of-pocket costs are barriers to receiving biologic treatment.3
• Compared to whites, black patients with psoriasis who have never received biologics are unfamiliar with biologic treatment.4
• An increasing number of biologic and oral therapies are anticipated to treat atopic dermatitis (AD).
• Question: Could DTC ads for psoriasis and AD influence real-world treatment patterns and knowledge? What is objective?
  - Objective: To evaluate and compare psoriasis and AD DTC ads aired between 5 and 11pm EST on ABC, CBS, FOX, NBC from 7/1/18-7/14/18 were identified.
  - Ads were systematically evaluated and coded by two graduate students (A.H. and C.W.)
  - Intercoder agreement was 95.3%

Methods

• Psoriasis and AD DTC ads aired between 5 and 11pm EST on ABC, CBS, FOX, NBC from 7/1/18-7/14/18 were identified.
• Ads were systematically evaluated and coded by two graduate students (A.H. and C.W.)
• Intercoder agreement was 95.3%

Results

Table 1. Frequency of Aired DTCAs by Condition Type

<table>
<thead>
<tr>
<th>DTC Ad Type</th>
<th>N (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psoriasis</td>
<td>13 (4.4)</td>
</tr>
<tr>
<td>Atopic Dermatitis</td>
<td>27 (9.1)</td>
</tr>
<tr>
<td>Other Dermatologic condition (Hyperhidrosis)</td>
<td>9 (3.0)</td>
</tr>
<tr>
<td>Non-Dermatologic Condition</td>
<td>248 (83.5)</td>
</tr>
<tr>
<td>Total</td>
<td>297 (100)</td>
</tr>
</tbody>
</table>

• Five unique psoriasis DTC ads were identified: Cosentyx®, Humira® (2 ads), Talzé®, and Tremfya®.
• 4 unique AD DTC ads were identified Eucrisa® (3 ads) and 1 help seeking ad.(i.e., ad that describes a condition without suggesting a specific drug treatment)

Figure 2. DTC Ad Placement: No DTC Ads were aired on FOX

Figure 3. Affected Characters in DTC Ads: Age Distribution

Figure 4. Affected Characters in DTC Ads: Gender Distribution

Figure 5. Affected Characters in DTC Ads: Racial/Ethnic Distribution

Table 2. Frequency of AD and Psoriasis Educational Information within DTCAs

<table>
<thead>
<tr>
<th>Educational Content, N(%)</th>
<th>Psoriasis</th>
<th>Atopic Dermatitis*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skin condition pictured</td>
<td>11 (85)</td>
<td>15 (56)</td>
</tr>
<tr>
<td>Symptoms</td>
<td>2 (15)</td>
<td>12 (44)</td>
</tr>
<tr>
<td>Prevalence</td>
<td>0</td>
<td>12 (44)</td>
</tr>
<tr>
<td>Subpopulations at risk</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Risk Factors</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mechanism of disease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Comorbid diseases</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*92.3% of educational content for atopic dermatitis was from the help-seeking DTC ad.

Conclusions

• Elderly and racial/ethnic minority representation in psoriasis DTC ads is poor.
• Racial/ethnic distribution of affected characters in AD DTC ads does not reflect the population-based burden of AD which is at least similarly prevalent across all races/ethnicities.
• DTC ad placement for both psoriasis and AD may be suboptimal for reaching African Americans due to no ads being shown on FOX, the home of two of the top three primetime broadcast programs among African Americans in this study period.
• Skin disease educational content is lacking among psoriasis and AD product claim ads.
• In summary, our findings suggest missed opportunities for patient reach, specifically among older and minority populations, and skin disease education that may impact real-world treatment patterns for psoriasis and AD.

References


Acknowledgements

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