

# New Survey Highlights Alarming Effects of Drug Injury Lawsuit Advertising

WASHINGTON—More than half of health care providers (58 percent) have had a patient, without consulting their doctor, stop taking a prescribed, FDA-approved medication after seeing advertisements about drug injury lawsuits, according to a [survey](#) released today by the Partnership to Protect Patient Health. The coalition surveyed 500 medical providers and 800 patients about “bad drug” ads and how they influence decision-making.

## Survey Highlights:

- One-third (34 percent) of patients said they’ve viewed their medication less favorably due to negative advertising.
- One-fourth of patients who saw these ads stopped treatment without consulting their physician.
- Physicians overwhelmingly expressed the need for stronger regulation of attorney advertising. Nearly all (90 percent) agreed there should be rules.
- In some cases, drug-injury advertisements have led some providers to rethink their prescribing recommendations. One in four (22 percent) providers said they had changed a prescription due to related attorney advertising.

Drug-injury advertisements on television, radio and social media from law firms and aggregators have increased by [more than 60 percent](#) since 2008, costing approximately \$149 million in 2016. They can feature sensationalized claims that go unchecked due to a lack of proper oversight, leading patients taking critically important medications to doubt or discontinue their treatment regimen.

## Statement from David Charles, MD, chairman of the Alliance for Patient Access:

“It is alarming that these commercials frighten some patients into making serious treatment decisions without talking to their physicians. This drives a wedge in the patient-physician relationship and jeopardizes patients’ safety, especially if they’re taking a life-saving medication. Regulators must take steps to review and rein in the claims made in these ads to ensure they don’t endanger patient health and undermine informed medical decision-making.”

The Alliance for Patient Access is a national organization of physicians advocating for their patients’ access to approved therapies and appropriate clinical care. It is a steering committee member of the Partnership to Protect Patient Health.

## About Partnership to Protect Patient Health

The [Partnership to Protect Patient Health](#) is a coalition of health care providers and patient advocates that raises awareness among policymakers and the media about the implications of misleading “bad drug” commercials. PPPH supports patient safety and advocates for responsible advertising practices.

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