

ABSTRACT

US is one of the only two nations which prove DTC (direct-to-consumers) prescription medicine advertisement. The scale of DTC advertisement has developed tremendously in US market. DTC web site is a kind of brand new and important channels for advertising prescription medicine products. This study chose 10 pharmaceutical companies which topped the global selling of medicine in 2005. The study accessed and observed 156 prescription product DTC web sites from these 10 companies. The observation result indicates that: DTC web sites provide disease awareness education to the consumers for pull up the demand of the treatments and so the companies' products. These website persuade consumers to visit doctors and to discuss the products of the companies. Besides the seller's perspective, the companies also try to recommend their product using a third-party perspective. Though the "Fair Balance" regulation, which set by FDA, requires the DTC web sites to provide balance benefit information and risk information of the products. The DTC website still prefer to present benefit information than risk information. Besides advertising and recommending their product, DTC website also provide some services and supports which benefit to the consumers so that they will gain a good impression. Multimedia and interactive function is two advantages of internet, and the DTC web sites make use of these two functions frequently. DTC web sties need to consider the acceptability and interest of the consumers when they try to provide some professional knowledge to them. All these knowledge should be made easier and more attractive.

Keyword: DTC, prescription, web site