



Why The TV Commercial May Not be Right for You

How to Choose Therapies with your Provider



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IBD U.N.I.T.E. | Saturday, March 15, 2025
9 a.m. to 3 p.m.

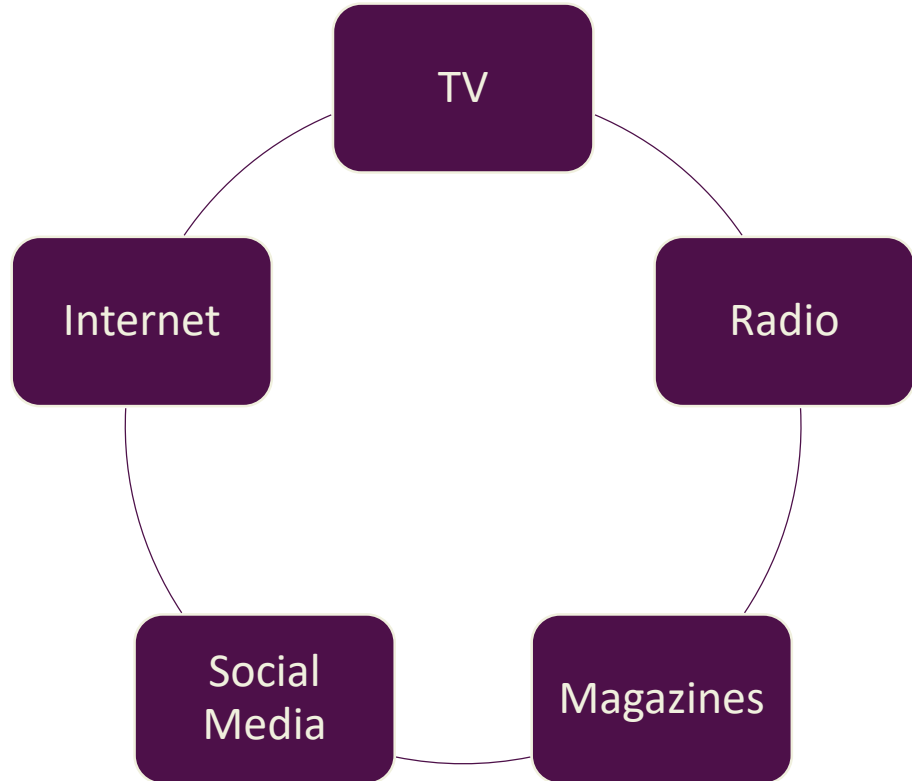
My Medical Team and Me: Empowering Patients and Advocating for Health
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UPMC HEALTH PLAN

Direct to Consumer Advertising (DTCA)

Marketing strategy that promotes products directly to consumers rather than health professionals



The Pros

Raised Awareness of
Treatment Options

Enhanced Information
Seeking

Increased Patient
Engagement

The Cons

Factual but Misleading

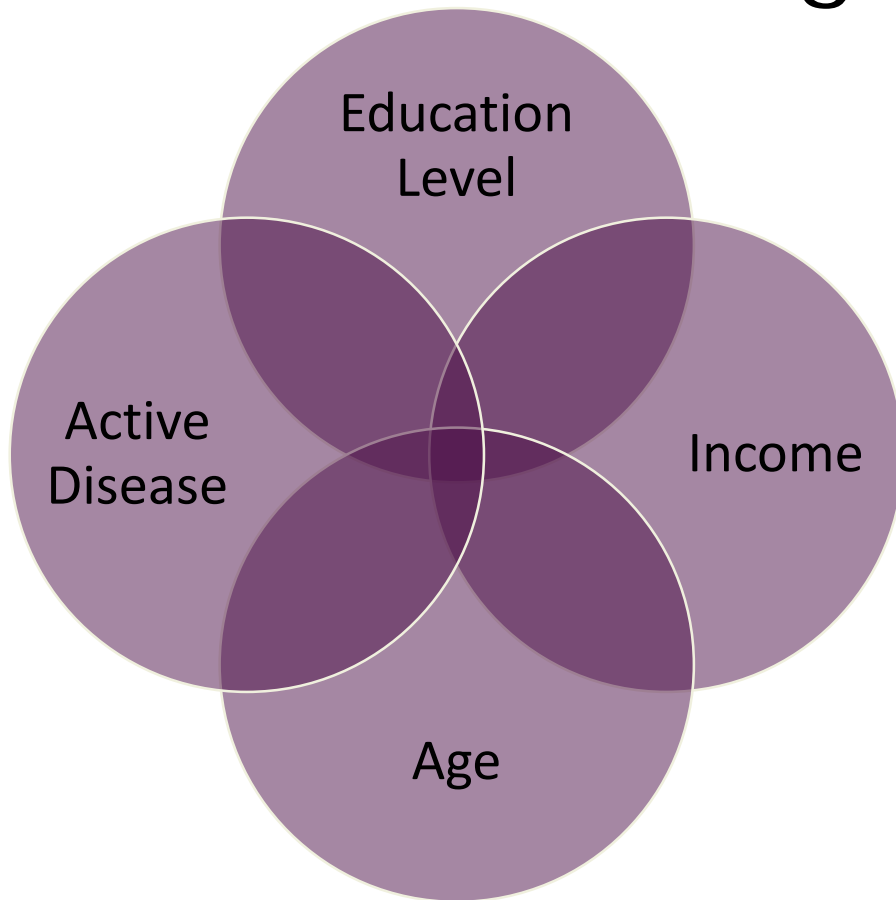
Inappropriate
Prescribing

Increased Healthcare
Costs

Interference with
Medication Adherence



Most Influenced Demographics



DISCUSSION



FINAL CONSIDERATIONS

- These advertisements may not always present the best treatment options for you
- IBD treatments should be individualized based on your history, severity of your disease, your coexisting conditions, and the goals of treatment
- While these advertisements are great at raising awareness, it is crucial that you work with your medical providers for personalized treatment plans tailored to your specific needs