

As Seen on TV - What the Commercials Don't Tell You about Those Medications

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Ever see those ads on TV for the newest drug that is going to make conditions all better? Sometimes they sound pretty good, which is their goal. We'll look at the fine print of what those meds actually do for the patient as well as some of the side effects that we may have to treat.

Presentation Outline:

- Intro - history/prevalence of medical advertising on television
- Essential information
- Financial Aspects
- Questioning the safety of meds
- Look at the medications being advertised
- Brand/generic names
- important signs/symptoms of diseases being treated
- Important aspects of the spotlighted medications
- Summarize the key points

Objective 1: Actively discuss specific medications which patients seek from their physicians as result of TV ads.

Objective 2: Critically discuss the pros and cons of these medications

Objective 3: Consider medication interactions of advertised medications with other medications commonly taken