



Consumer Healthcare Products Association

Behind-the-Counter: Point-Counterpoint



www.chpa-info.org

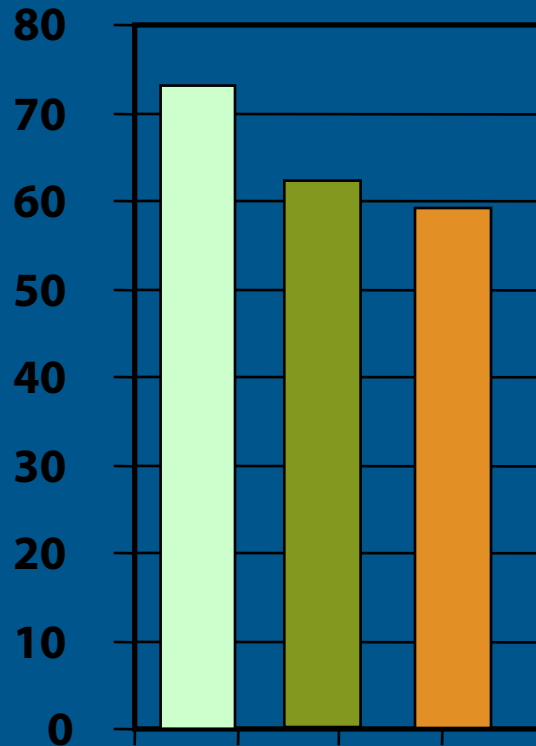
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Strengths of the U.S. System

- Consumer interest: Consumers want to and do take an active role in their healthcare



- I prefer to try to treat conditions myself rather than having to go to a doctor
- In the future I want to diagnose and treat more ailments myself rather than going to the doctor
- I'm more likely to treat my own health condition than I was a year ago

Consumer Interest Meshes with Information Access Explosion

- WebMD has 51.9 million visitors a month
- 3 out of every 4 women seeking health information

The screenshot shows the WebMD website homepage as of February 08, 2007. The page is organized into several sections:

- Header:** Includes the WebMD logo with the tagline "Better Information. Better Health.", a search bar, and links for "Sign In", "Bookmark This Page", "Sign Up For WebMD Newsletters", and "Send Us Your Feedback".
- Navigation:** A horizontal menu with links for HOME, HEALTH A-Z, DRUGS & TREATMENTS, WOMEN'S HEALTH, MEN'S HEALTH, CHILDREN'S HEALTH, and HEALTH NEWS.
- Main Content Area:**
 - Left Column:** A large article titled "Why Go on American Idol?" with a photo of a man flexing. Below it are smaller links for "WHY GO ON AMERICAN IDOL?", "COLD WEATHER RISKS", "BAD BEHAVIOR AT THE GYM", and "MISSED A DAY ON VEGAS?".
 - Middle Column:** A "symptom checker" section with a human figure icon and a "START HERE" button.
 - Right Column:** A "today on WebMD daily" section with a list of articles: "Better Sex Exercises", "Face-lift without Surgery", "Voice and Your Age", "What's Up with Water?", and "Surgery After Weight Loss".
- Bottom Section:**
 - TOP 12 health topics:** A list of topics including Heart Disease, Back Pain, Prostate Cancer, etc.
 - WebMD health centers:** A section with a "GO" button and a "Select a Health Center" dropdown.
 - latest headlines & features:** A section with a "NEWS VIA RSS" button and a featured article titled "Risk: High Blood Pressure in Pregnancy".
 - News:** A list of news items such as "Internet Porn Reaches Most Teens" and "Heart Disease Deaths in Women".
 - Features:** A list of features including "Ways to Improve Your Fertility" and "Top 10 Trans Fat Foods".
 - WebMDsearch:** A search bar with the text "FIND ANSWERS FOR ALL YOUR HEALTH NEEDS" and a "SEARCH NOW" button.
 - COMMON treatments:** A section with tabs for MEN, WOMEN, and CHILDREN.
 - The WebMD News Center:** A section with a "Health Topics A-Z" link.

Switch under existing law: Proving the Power of Access

- 15% decline in doctor visits for vaginitis in first 4 years post-switch
- Studies showed women able to recognize recurrence

» Lipsky (2000)

Switch: The Power of Access

- Tens of thousands of people quit smoking thanks to expanded access
- \$2 billion annual societal benefit from NRT switch

» Shiffman (1997); Keeler (2002)

Switch: Exceptions to the Rule

- Fluoride switches – 1960s
 - Chronic use
 - Underlying conditions being prevented not amenable to self-diagnosis
- Minoxidil switches – 1996 and 1997
 - Indefinite, long-term use
 - Different strengths for men and women

Switch: Exceptions to the Rule

- H2s and omeprazole –Late 1990s-2003
 - Overcame concerns on masking potential
 - Label comprehension studies
 - Actual use trials

Switch Challenges that Sponsors Need to Address - Part 1

- Self-selection concerns
- Emergent signs or symptoms
- Adding value through enhanced, targeted information

Switch: Tools and Sponsor Innovation - Part 2

- H2s and omeprazole
 - Label and actual use studies met signs or symptoms concern
- Emergency contraceptive levonorgestrel
 - Distribution limitations
 - Pharmacist intervention
 - Packaging requirements
 - Meets self-selection concern

Switch: Tools and Sponsor Innovation - Part 2

- Nicotine replacement therapy
 - Wealth of non-traditional labeling, information
 - Distribution limitations
 - Age verification monitoring
 - Meets self-selection concern
 - Demonstrates how enhanced information can lead to better outcomes

Switch: The Power of Access

- Two-class system works well
 - For consumers
 - For public health
- Change in law not indicated
- Consumer choice, convenience, competition
- System is flexible
 - Makes room for tools, including pharmacist intervention