

Tip relating to inclusion of expert commentary in drug advertising

An individual's opinion may be acceptable when it is consistent with evidence or with consensus opinion from an independent, authoritative source that meets the standards of the PAAB Code. The supportive content must be presented prominently in close proximity to the individual's opinion within the piece. Additionally, the individual's comment must meet the standards of the PAAB Code (e.g. must not be absolute, must not be disparaging, etc.).

Examples:

1. an individual's opinion relating to product efficacy may be acceptable when it is accompanied by acceptable, supportive data from a RCT
2. an individual's opinion relating to a product's place in therapy may be acceptable when it is consistent with and accompanied by a presentation on place in therapy based on authoritative, consensus guidelines

An individual's opinion alone is not considered sufficient to support product claims.

For further information on what would be considered acceptable sources to support claims, explore the previously posted tip "What constitutes current medical opinion" and "Marketing Benefit Claims: What are they and what level of support do they require?"