



Ipsos Ideas: Vioxx Recall Hurt American's Confidence in FDA, Not Prescription Drugs
Consumers understand trade-offs between drug benefit and risks, according to Ipsos survey

March 9, 2005, New York, NY —Consumer response to concerns about COX-2 inhibitors Celebrex, Vioxx, and Bextra was emblematic of how informed health consumers are changing pharmaceutical manufacturers' susceptibility to shifts in public opinion, consumer confidence, and corporate credibility. Despite the hype, Americans are more confident in safety of prescription drugs than in they are in the Federal Drug Administration's ability to ensure safety with use.

The findings of an Associated Press and Ipsos Public Affairs poll suggest that consumers acknowledge the inherent risks in pharmaceutical drugs, but want the risks and benefits to be clearly communicated and effectively scrutinized by the agency approving the drugs that come to market, according to Fariba Zamaniyan, Vice President of Marketing and Business development for the Ipsos Health practice and a specialist in prescription drug purchase trends.

"Americans expect the FDA to do a better job of scrutinizing drugs before they come to market, and of communicating the risks," said Zamaniyan, "but, ultimately, pharmaceutical manufacturers will have to respond quickly and address the public's safety concerns and information demands, or risk losing consumer confidence."

In her essay "Dr. Jekyll and Mr. Hyde: Pharmaceutical Companies Contend with Drug Benefit and Risk Communications" Zamaniyan examines the new predicament for pharmaceutical manufacturers. "With greater consumer brand awareness comes increased sensitivity to shifts in public opinion, consumer confidence, and corporate credibility."

The essay appears in the latest issue of *Ipsos Ideas*, the newsletter published by the Ipsos Group, the fastest growing market research company in the U.S. *Ipsos Ideas* delivers the insights and ideas that Ipsos has gleaned from each of their research specialty practices: advertising, customer loyalty, marketing, public affairs, and forecasting, modeling, and consulting.

Zamaniyan also contributed the health article "Living Longer, Living Stronger: The Health Challenge of an Aging Population," which examines the challenges of new drugs, longer lives, and an aging population.

The complete text of both articles and previous health-related essays and white papers are available at www.ipsos-ideas.com or by electronic subscription.

For more information, please contact:

Fariba Zamaniyan
Vice President
Ipsos Health
646.313.7657
fariba.zamaniyan@ipsos-na.com

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Ipsos conducts polling on behalf of the Associated Press, the world's oldest and largest news organization, *Business Week*, *Newsweek.com*, as well as Canada's national newspaper, *The Globe and Mail*, and the CTV network.



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