

Talk to your doctor

There are so many medicines being peddled on television and in print...most notably ones for erectile dysfunction, cholesterol and GERD. Yesterday, during the ABC Evening News with Charles Gibson, I saw a commercial that left me shaking my head. It was for a prescription pain medication, although it took about half the length of the commercial before that was clear. The commercial itself was the longest I have ever seen for a drug—either a minute or a minute and a half. It purported to discuss both the risks and benefits of this drug, while comparing it to similar drugs. This class of drugs, NSAIDs, have been shown to cause heart risks. The commercial was completely graphic—no actors playing tennis or gardening. And it went on and on. But what most astonished me was that for the first 30 seconds, it seemed almost like a public service announcement (PSA) talking about the various dangers of this type of drug, and specifically pointing out the dangers of the drug being advertised!!! It was weird.

If you want to know the name of the drug, please email me and then you can talk to your doctor about it!