

Discussion Questions for Week 1

A "threaded discussion" is a discussion forum that allows students to respond to questions posted by the professor (original responses), which can then be read by other users who add their own comments in response (secondary postings). Unlike chat rooms and other "real-time" interaction forums, threaded discussions do not require different users to be logged on at the same time.

Discussion questions are assigned each week. **Original responses to these questions must be posted by Thursday at 11:59PM.** Original responses must be at least **250 words** and must incorporate concepts from the lectures and assigned readings.

Secondary Responses/Postings: Each student must post **two or more** secondary responses to other students' postings **for each discussion question.** Secondary responses are due by **11:59PM on the Monday following the week in which the questions were assigned.** They must be a minimum of **150 words** and, like original responses, should incorporate concepts from the lectures and assigned readings. Students are encouraged to embark on interactive discussions that go beyond the minimum number of secondary postings.

Although the discussion board is expected to be student-driven, professors will be participating in the discussions as well.

DQ 1.1: If you were a government official in a country with an emerging market and tasked with developing an overall approach to regulating communications between pharmaceutical companies and patients about prescription drugs and medical devices, what approach would you take? Would you prohibit all DTC advertising? Allow DTC advertising without any restrictions? Adopt some intermediate position? Please explain your reasoning.

DQ 1.2: In 2014, the FDA announced that it would study the impact of limiting the risks presented in prescription drug TV ads "to those that are serious and actionable, and including a disclosure to alert consumers that there are other product risks not disclosed in the ad." See the Federal Register notice [here](#). If you were submitting comments to the FDA on the proposed study, what would you say?