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## Bedside medicine

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- Disease as a total 'psychosomatic' experience
- Lay and 'medical' practitioners
- Place of treatment: home

## Clinical medicine

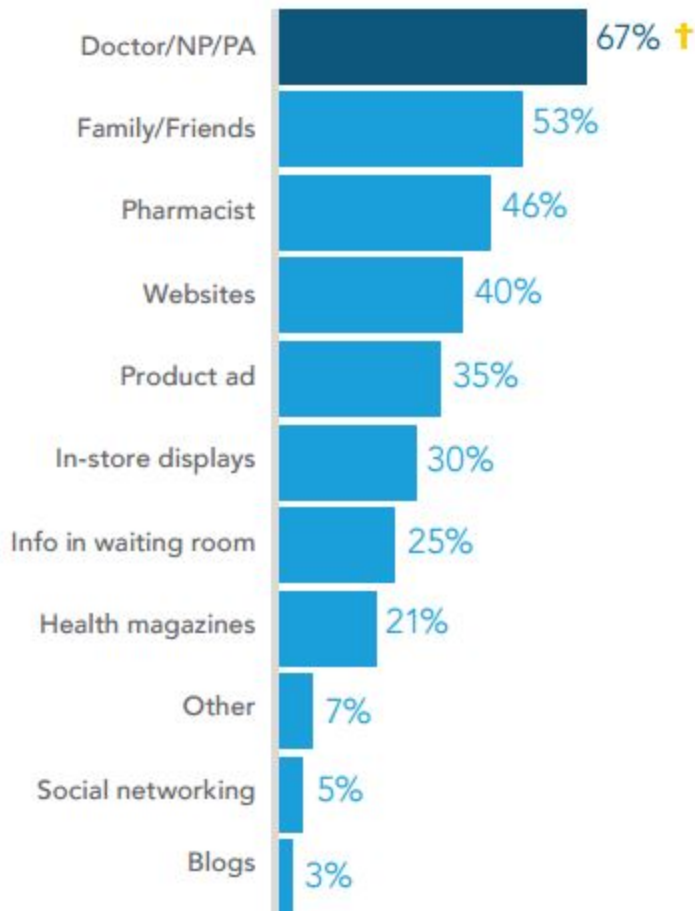
- Specific aetiology of diseases
- Specialist practitioners in possession of specialist knowledge about the body
- Place of treatment: hospital

## Laboratory medicine

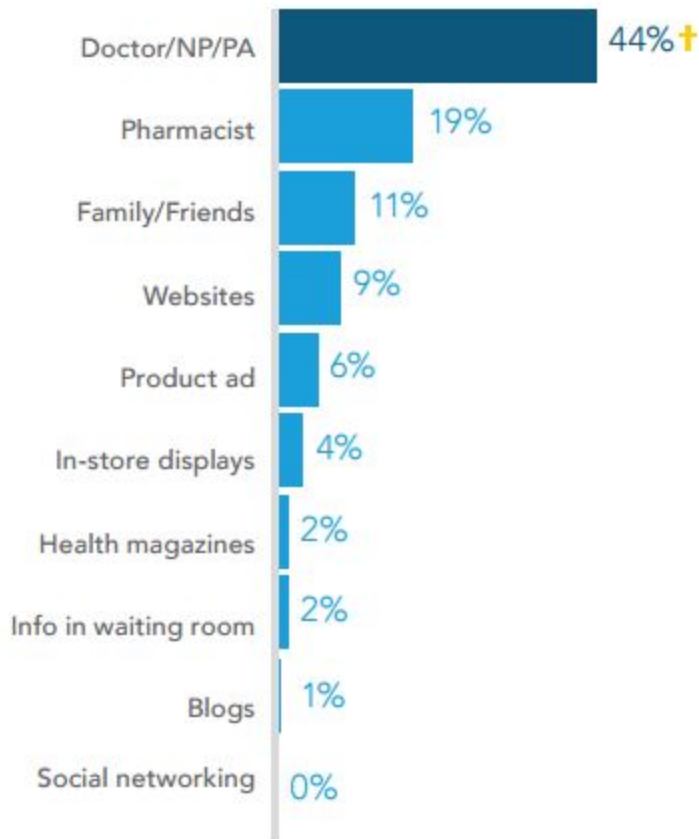
- Disease as a 'biochemical disturbance'
  - Specialist practitioners, knowledge of cellular construction of the body
  - Place of treatment: laboratory
-



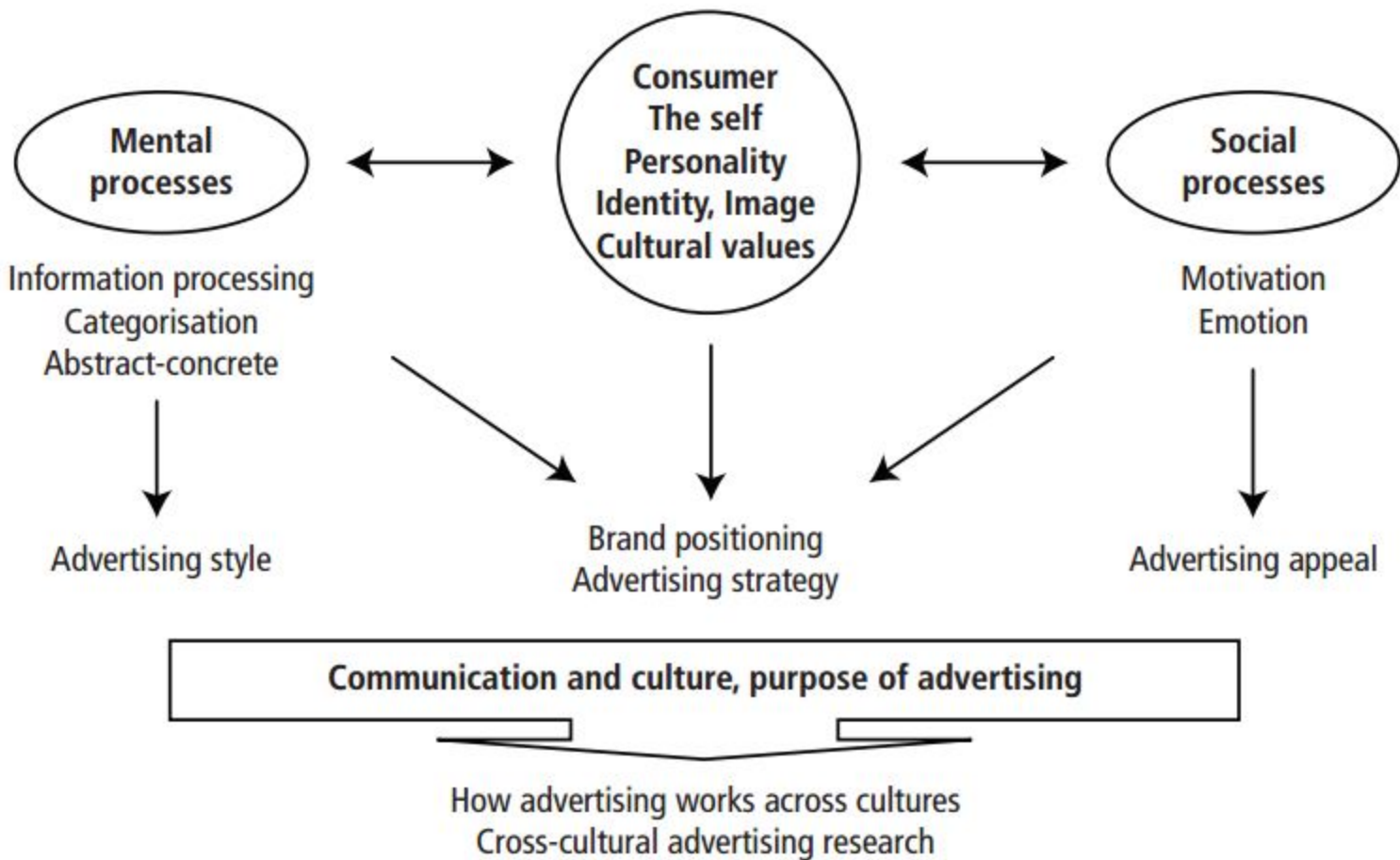
## Sources for OTC Medicine Information



## Most Trusted Source for OTC Medicine Information



† = significant at the 95% confidence level



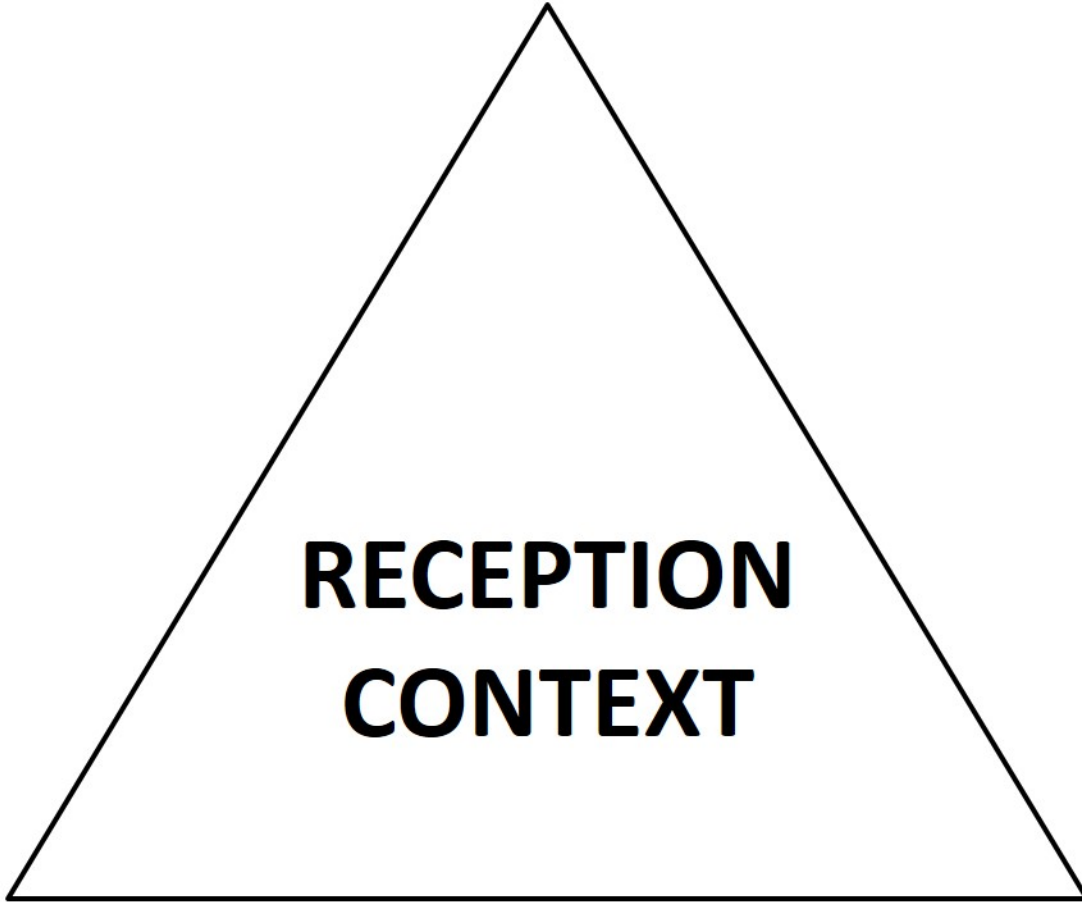


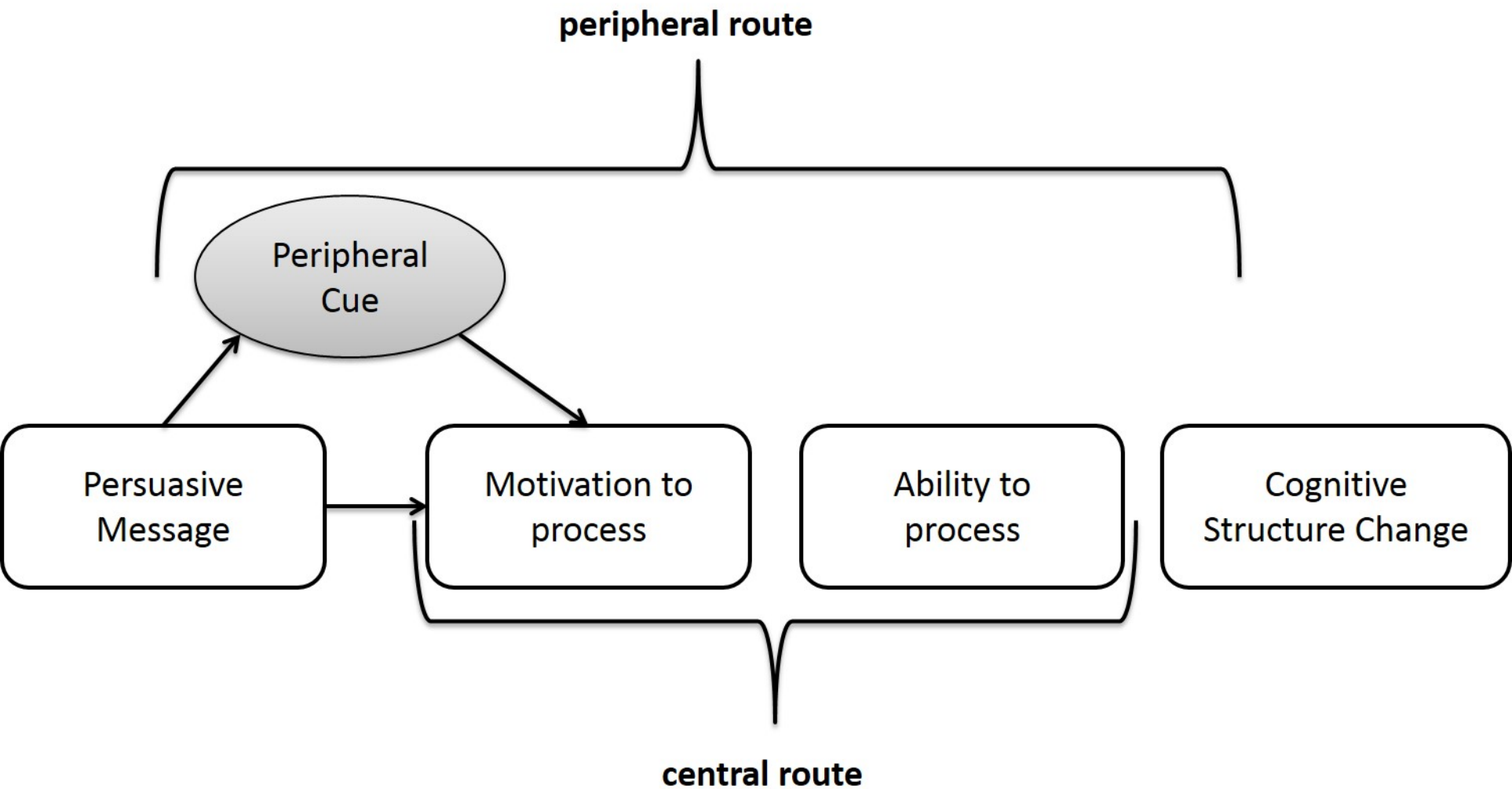
**Personal Aspects**

**RECEPTION  
CONTEXT**

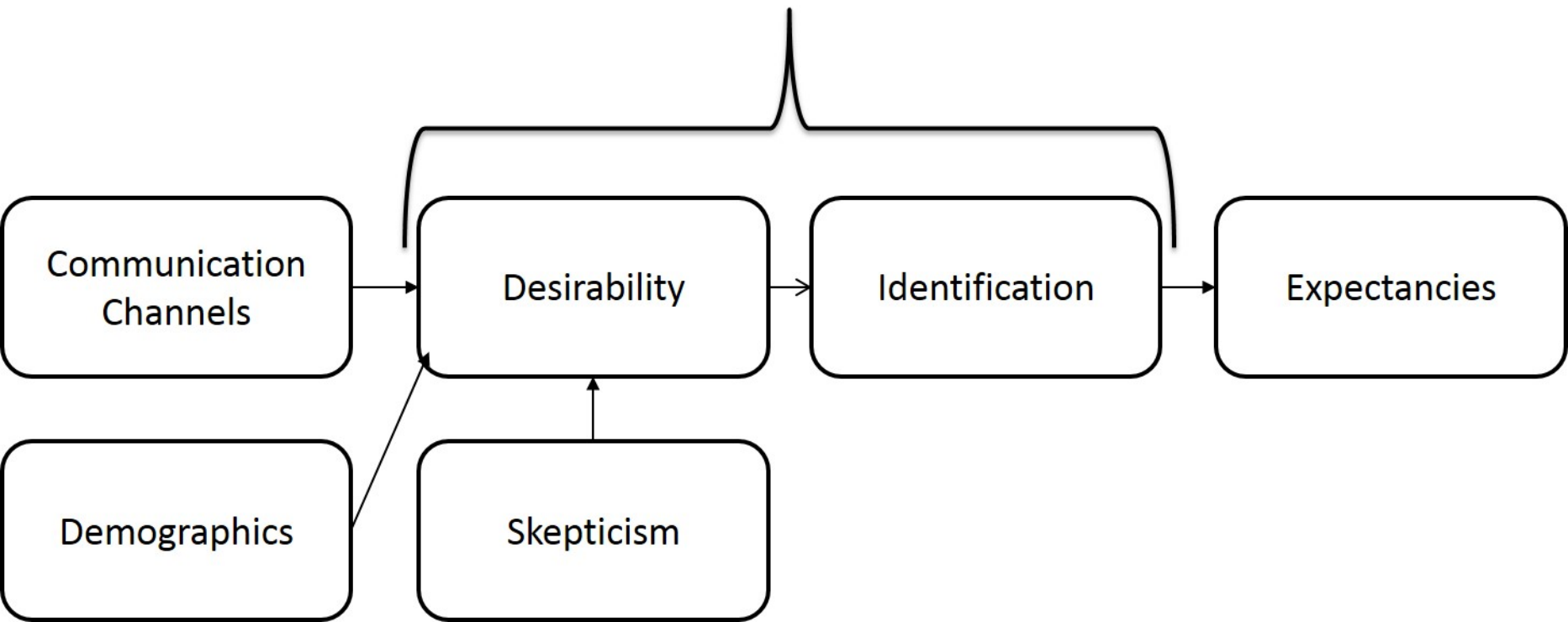
**Behavioral  
Aspects**

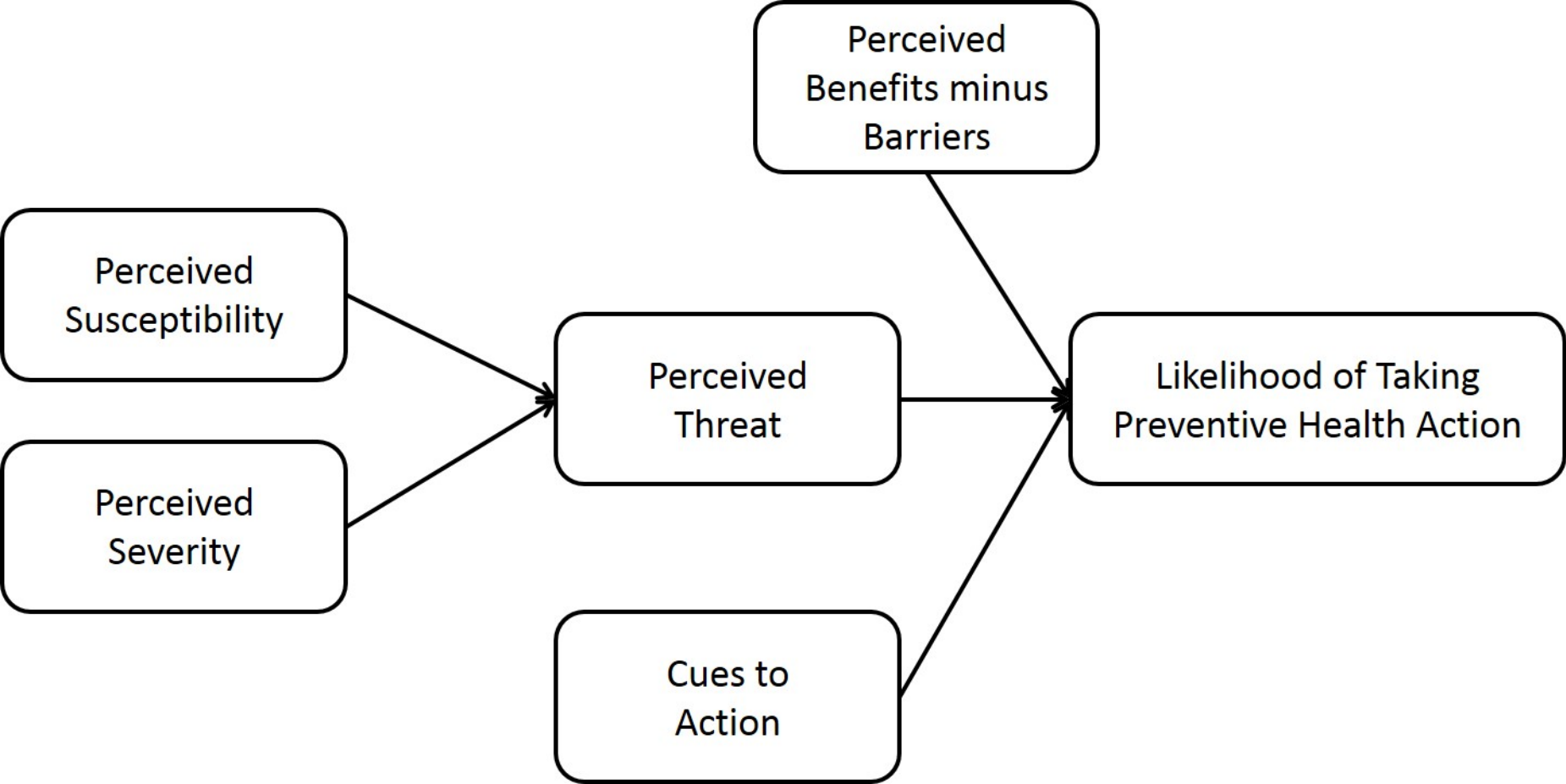
**Environmental  
Aspects**

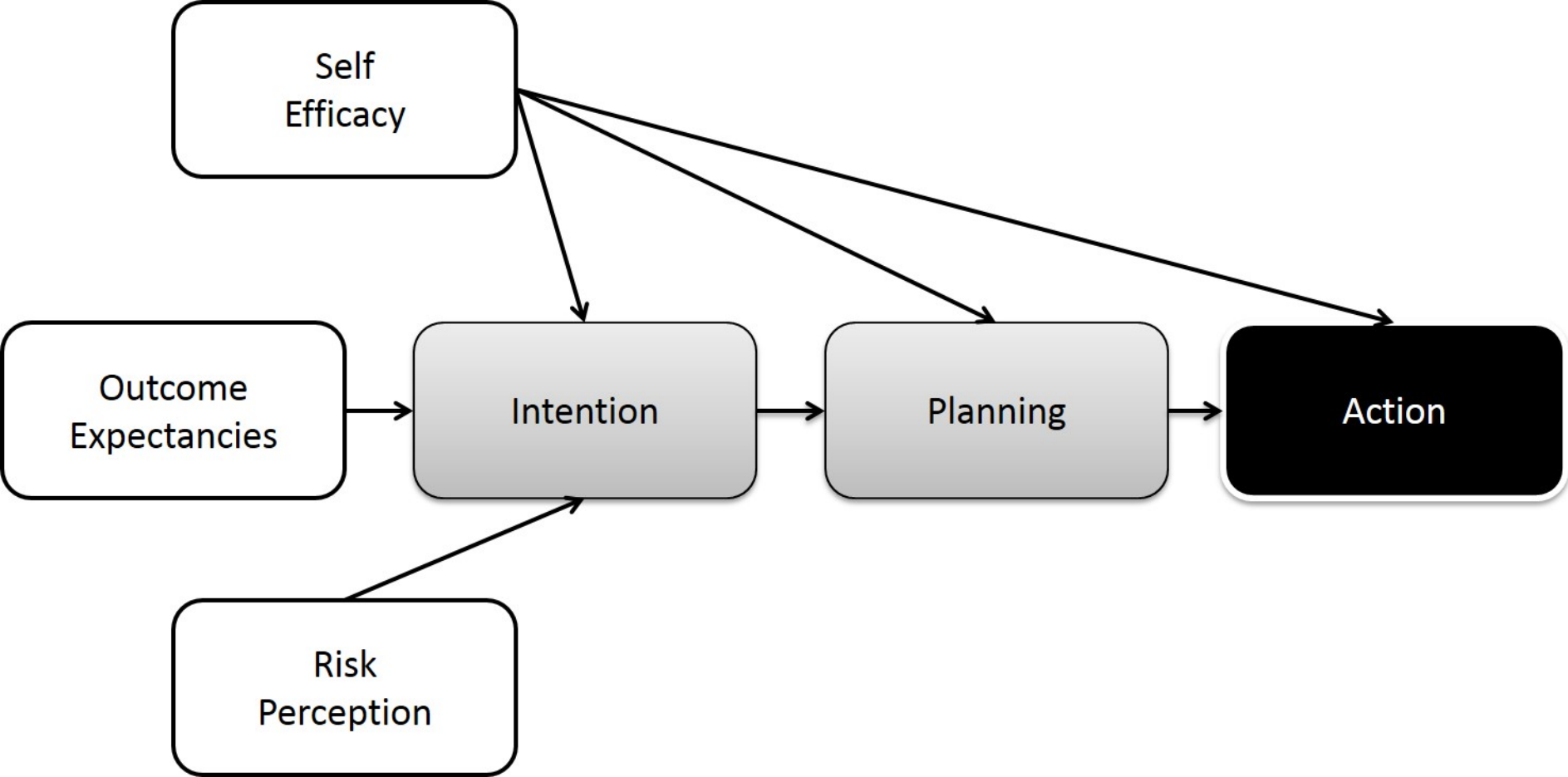




**MIP**

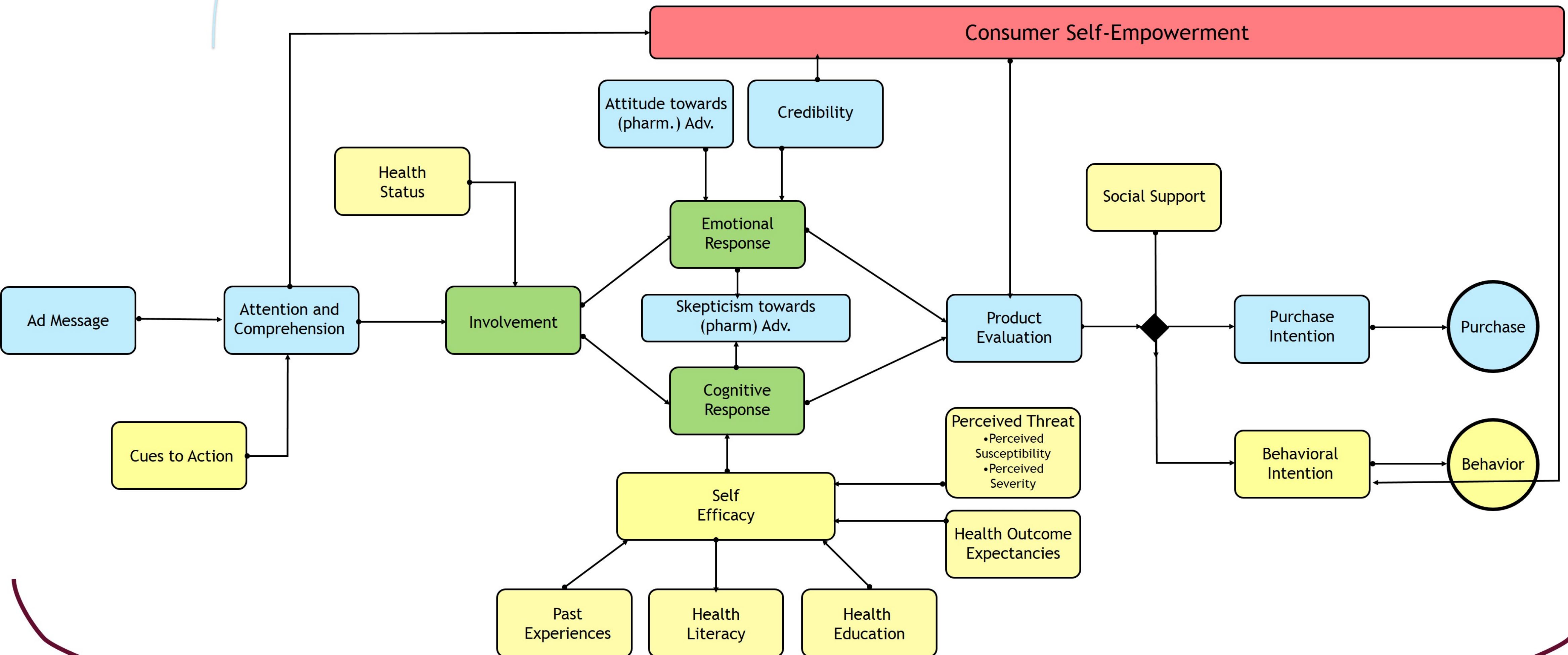






# Advertising

# Effectiveness



Cultural Context respectively Health Locus of Control



UAI+

UAI-

Civic action

**Internal  
locus of  
control**

Austria

Germany  
Finland

Netherlands  
Norway  
UK

Sweden

Denmark

**People do  
what they say**

PDI-

Japan  
Argentina  
Spain  
Italy  
Brazil

Belgium

France

**Mañana effect  
promises**

Arab countries

**External  
locus of  
control**

India  
China  
Hong Kong

Singapore

PDI+

Dependence on institutions



Verbal personal; Low context  
Written communication

UAI+

Direct  
Explicit

Austria  
Finland

Germany

Exacting style  
Data

Netherlands

Norway USA<sup>UK</sup>

Sweden

Denmark

Direct  
Explicit

PDI-

Japan  
Argentina  
Belgium  
France  
Spain  
Italy  
Brazil

Elaborate style

Arab

India

China

Singapore

Succinct style  
Silences have meaning

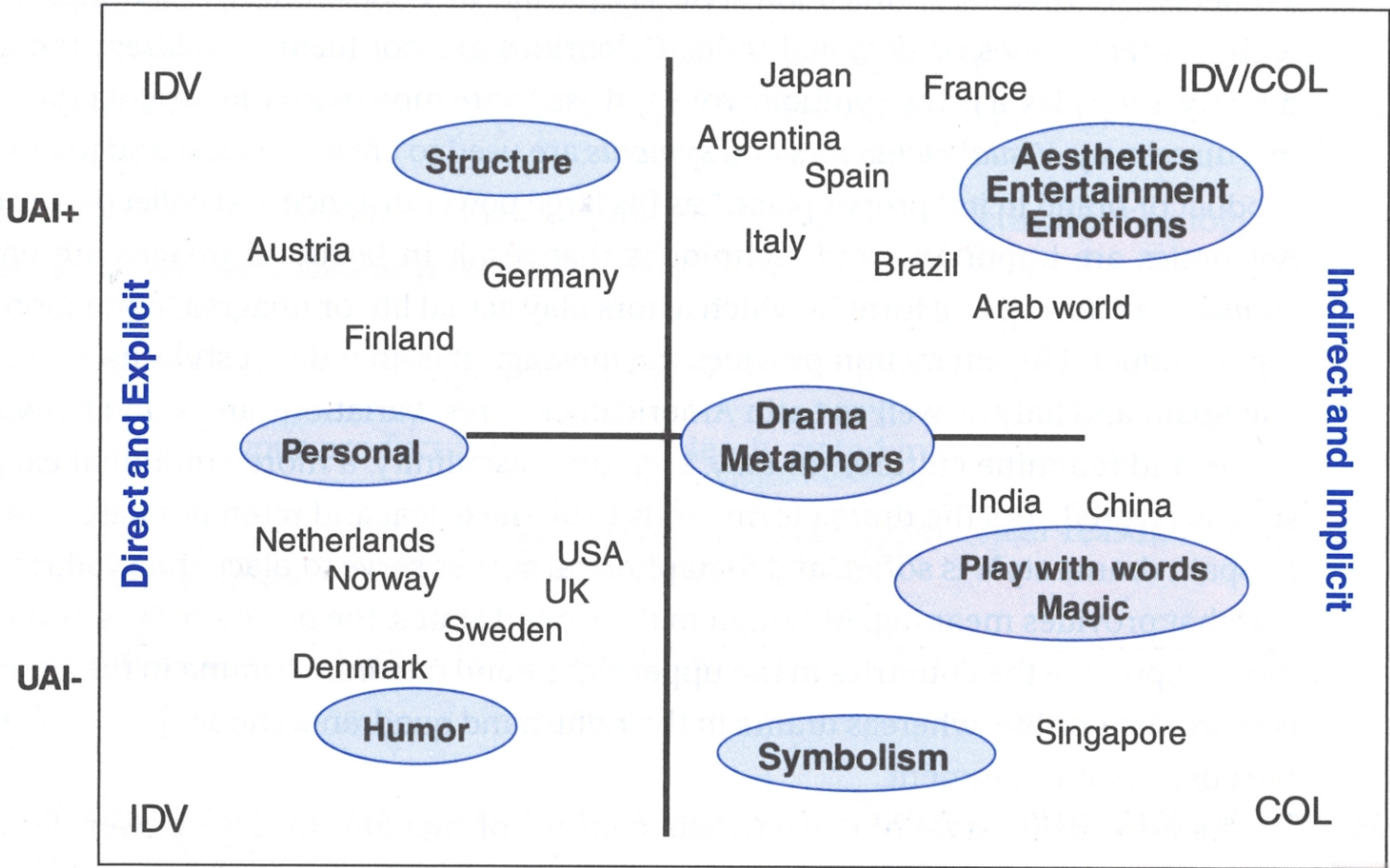
PDI+

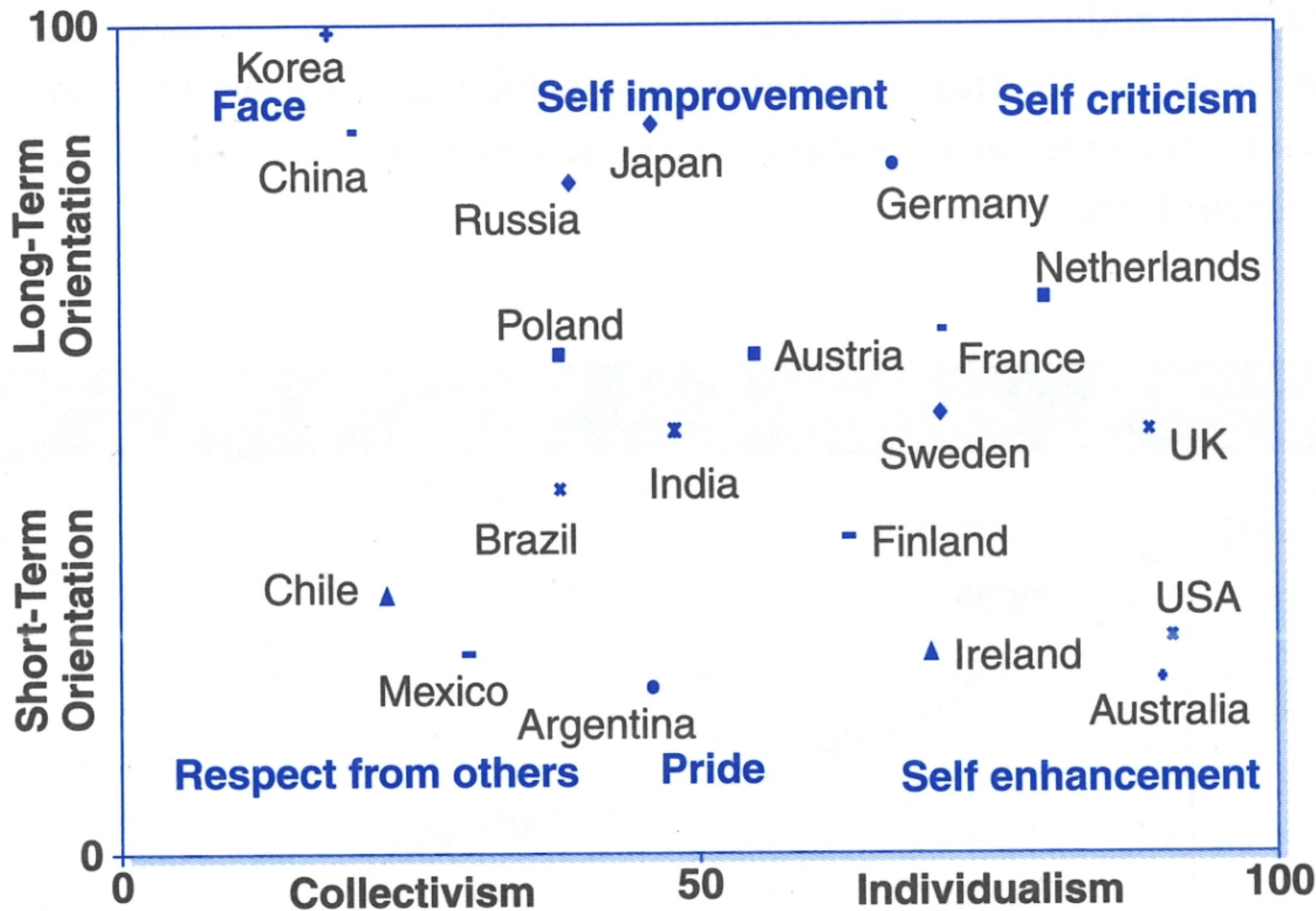
(In)direct  
Implicit  
Inaccessible

Indirect  
Implicit

Verbal contextual; Visual  
High context; Role centered  
Read the other's mind







## Psychological Empowerment

Low

High

Health  
Literacy

High

Needlessly  
Dependent  
Patient

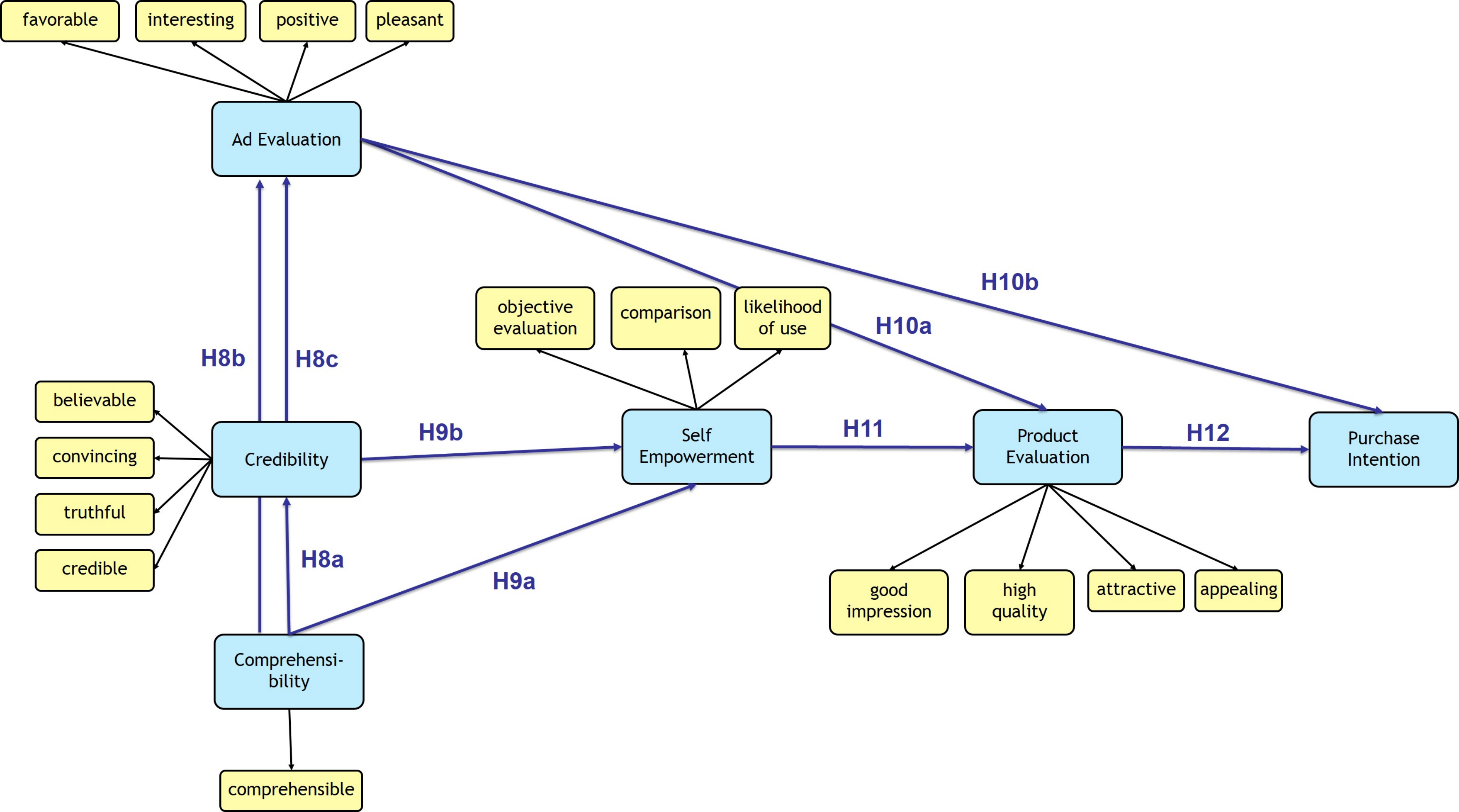
Effective Self-  
manager

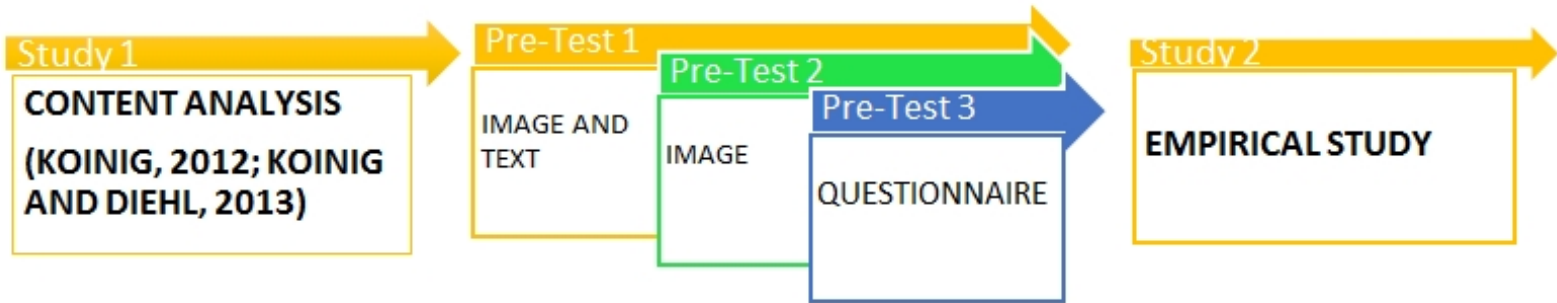
Low

High-needs  
Patient

Dangerous Self-  
manager







# Magazines are a prescription for **healthy results**

The MARS OTC/DTC study reveals that magazine readers are by far the most likely to take action on healthcare ads when compared to the users of any other medium.

## Actions Taken Last 12 Months Due to Healthcare Advertising

	magazines	internet	television	radio	newspapers
Returned free sample card	179	88	168	139	117
Discussed an ad with your doctor	148	102	123	119	113
Called a toll free number to get additional information	161	118	136	112	138
Asked doctor for a prescription sample	140	97	118	110	104
Visited any website	142	139	129	100	124
Consulted a pharmacist	133	90	126	112	118
Switched to a different brand	145	96	134	120	104
Discussed an ad with a friend/relative	150	104	116	109	122
Asked doctor to prescribe a specific drug	135	116	122	108	114
Purchased a non-prescription product	126	99	122	107	108

Base: Top two quintiles by medium, indexed to adults 18+

Source: MARS OTC/DTC Study, April 2012



ASPIRIN® +C Brausetabletten



Ein Leben lang.



ASPIRIN





Trotz Erkältung voll im Leben.





# 1 Packung = 1 lebensrettende Impfdosis\*

Gemeinsam können wir helfen,  
Tetanus bei Neugeborenen zu besiegen



- \* Mit jedem Kauf einer Packung Pampers mit UNICEF-Logo spendet P&G 0,054 € an UNICEF, um zu helfen, Frauen im gebärfähigen Alter in einem Entwicklungsland gegen Tetanus zu impfen. Dieser Betrag entspricht z. B. den Kosten für eine Tetanus-Impfdosis. Weitere Informationen auf [www.unicef.at](http://www.unicef.at). UNICEF bevorzugt keine Produkte oder Marken. Pampers unterstützt UNICEF.



# 1 Packung = 1 lebensrettende Impfdosis\*

bzw. Spende\*\*  
gegen Tetanus bei  
Neugeborenen



Jede  
Packung  
hilft!



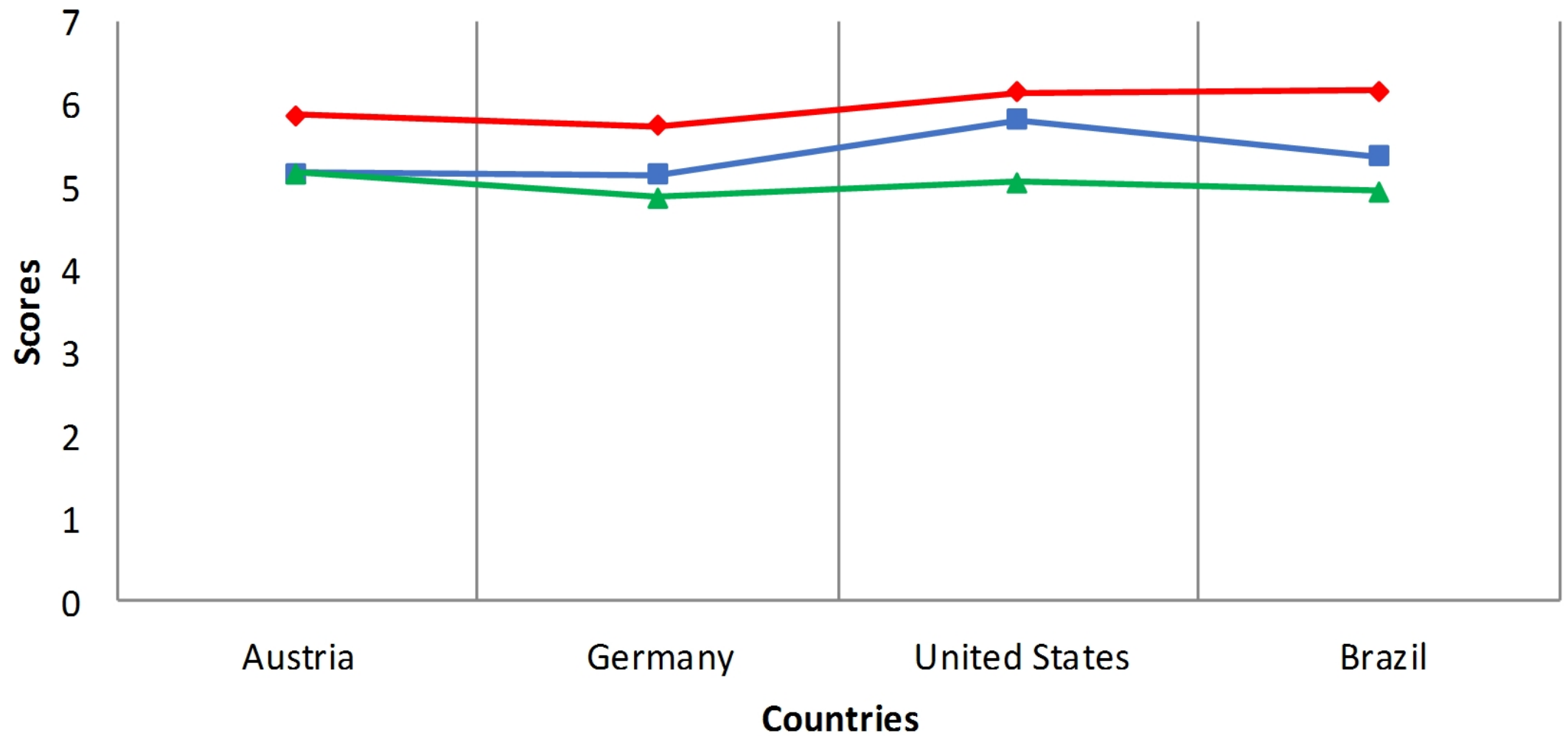
\*Mit jedem Kauf einer Packung Pampers und Ariel mit UNICEF-Logo spendet P&G € 0,053 an UNICEF, um zu helfen, Frauen im gebärfähigen Alter in einem Entwicklungsland gegen Tetanus zu impfen. Dieser Betrag entspricht z.B. den Kosten für eine Tetanus-Impfdosis.

\*\*Mit jedem Kauf einer Packung Lenor mit UNICEF-Logo spendet P&G € 0,011 an UNICEF. Mehr Informationen auf [www.unicef.org](http://www.unicef.org).

UNICEF bevorzugt keine Produkte oder Marken. Ariel und Lenor unterstützen das Pampers-UNICEF-Programm.



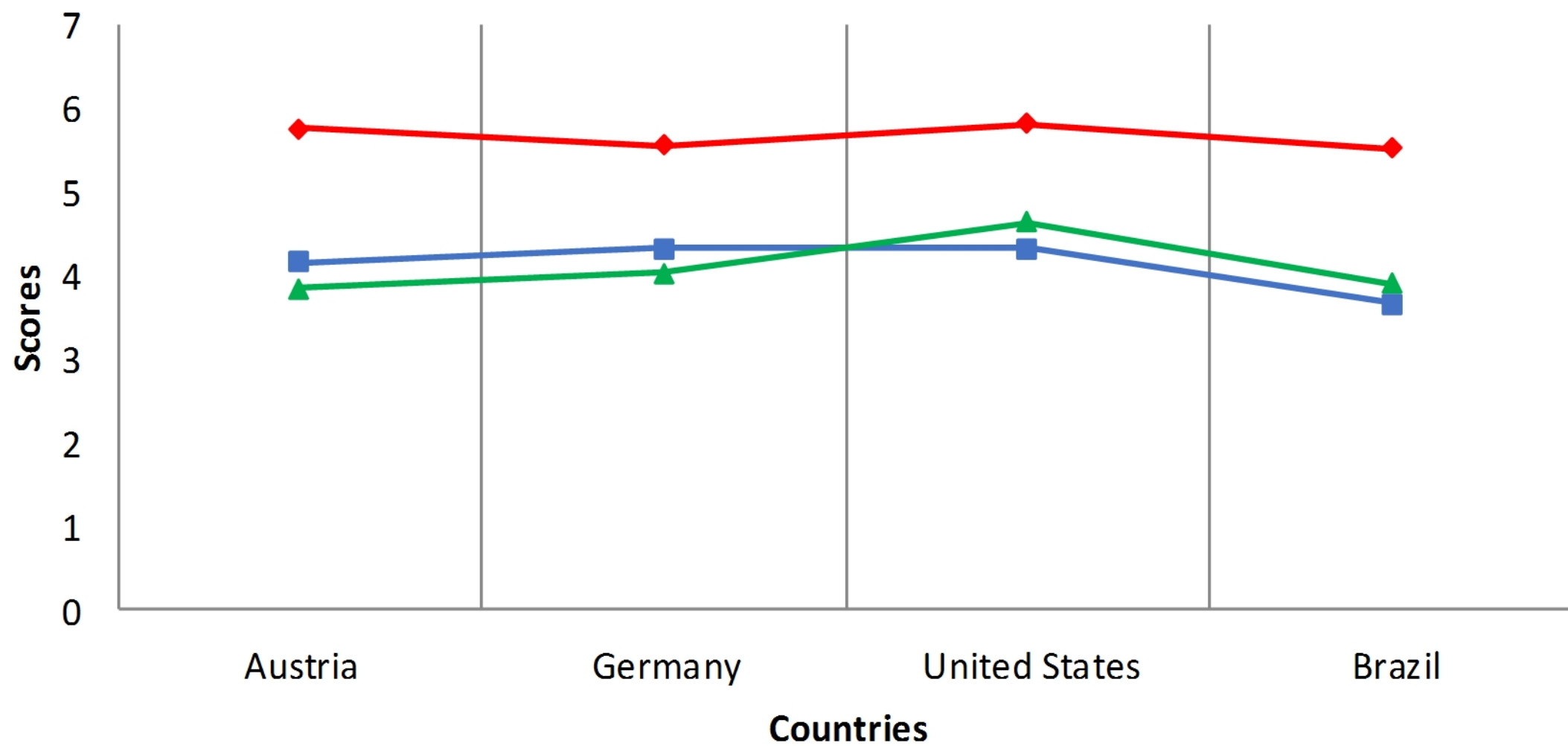
—◆— Health is a personal responsibility —■— I look after my body  
—▲— I am conscious about my health

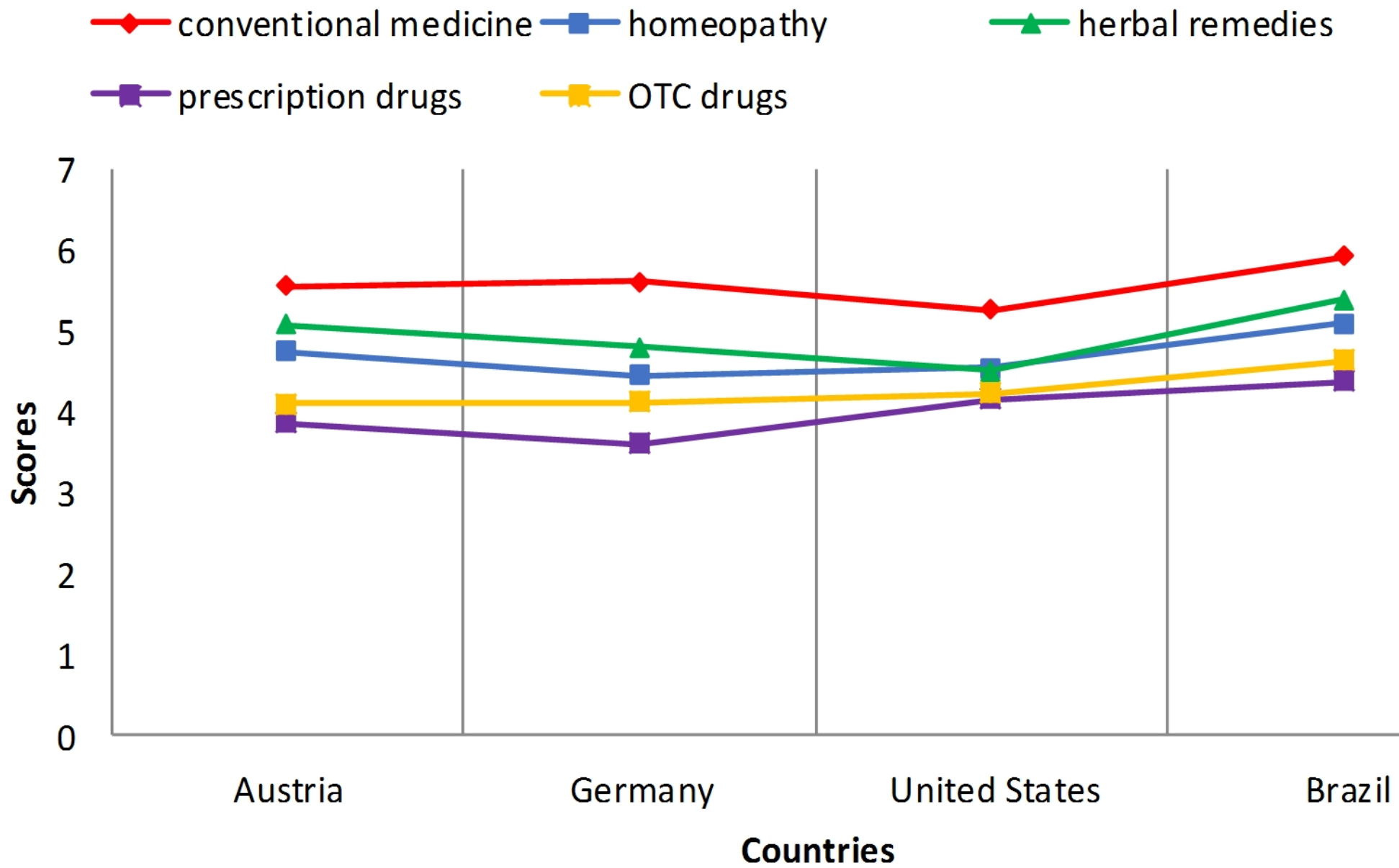


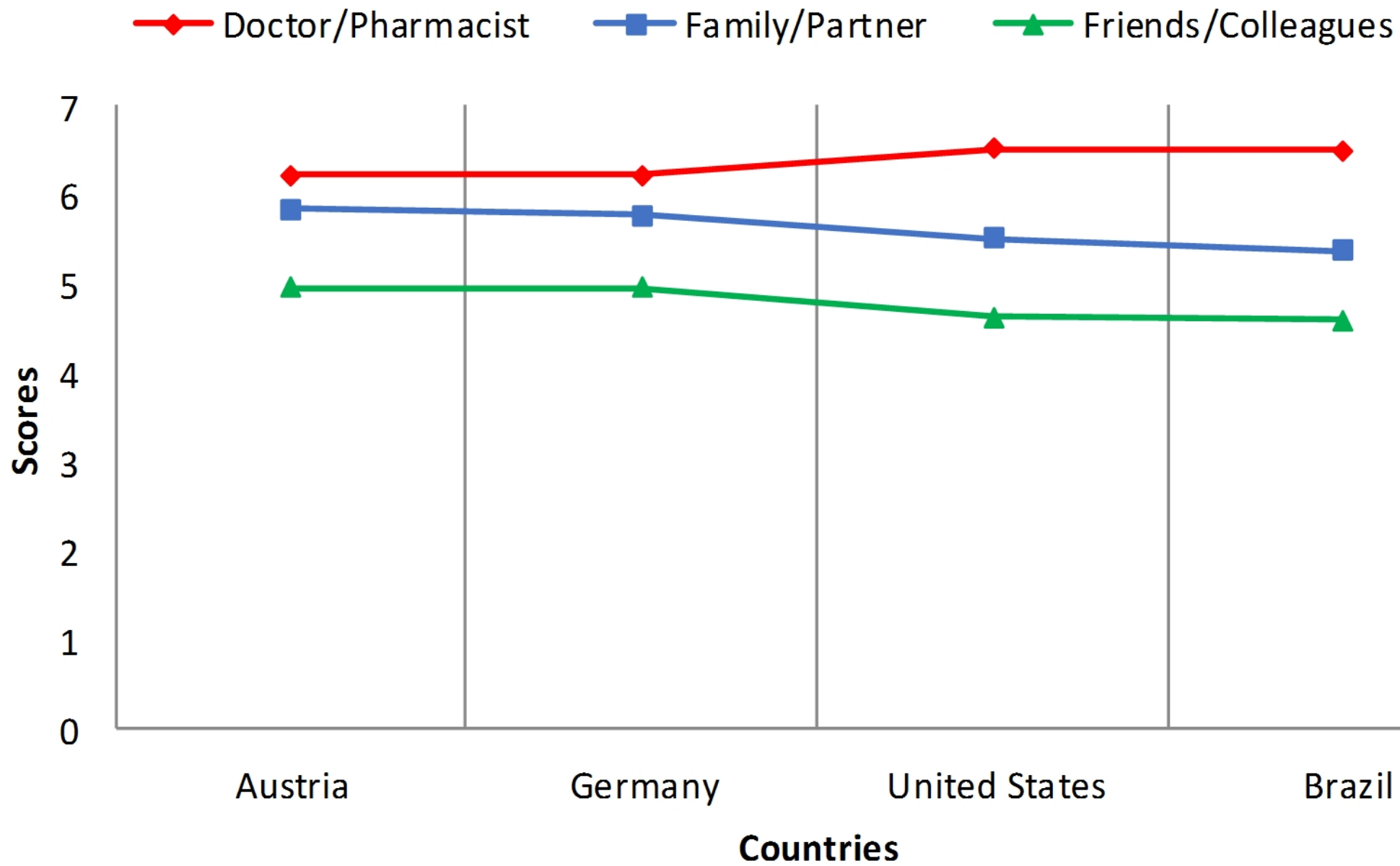
—◆— Self Medication Ability

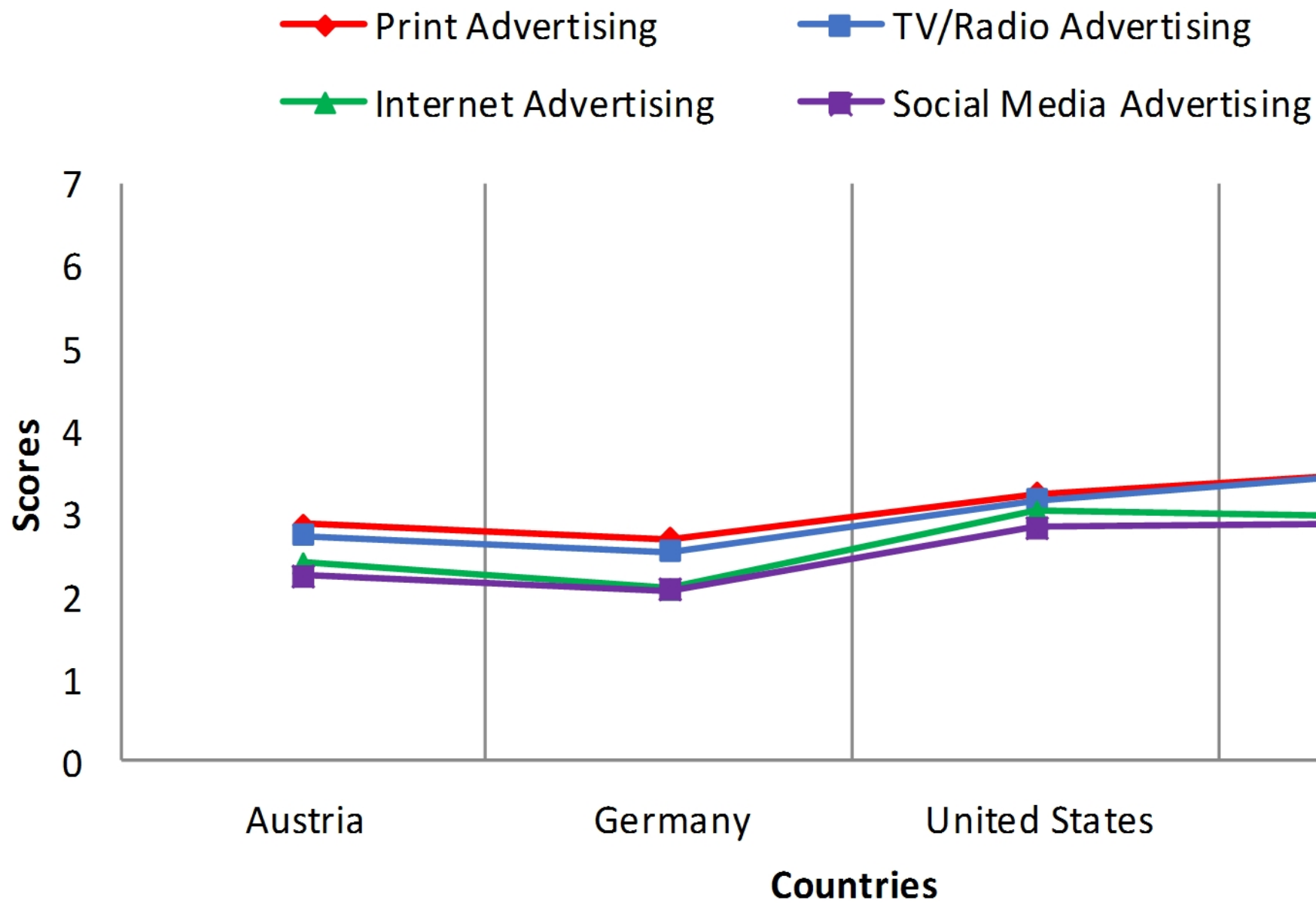
—■— Attitude towards Self Medication

—▲— Self Medication Practices

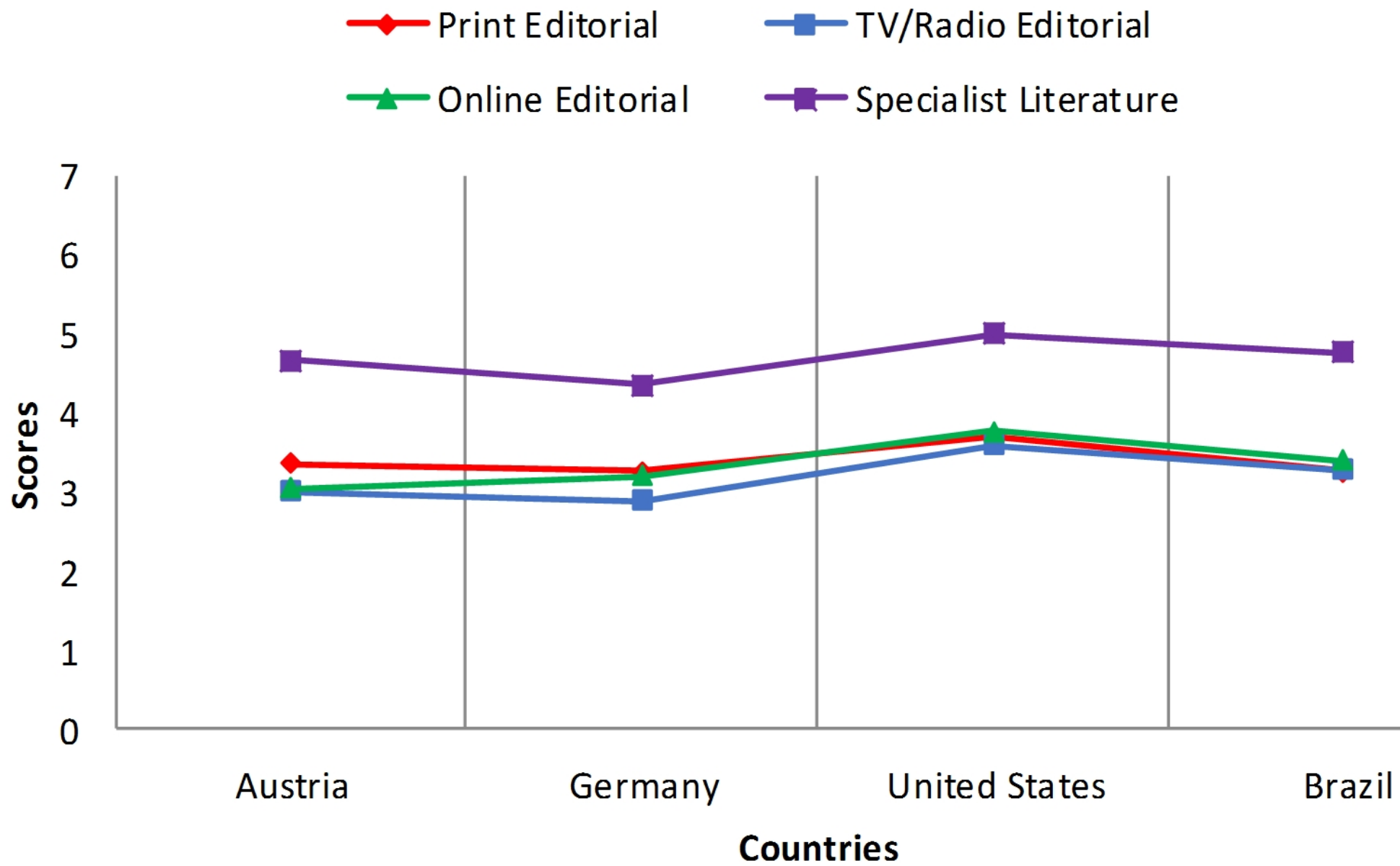




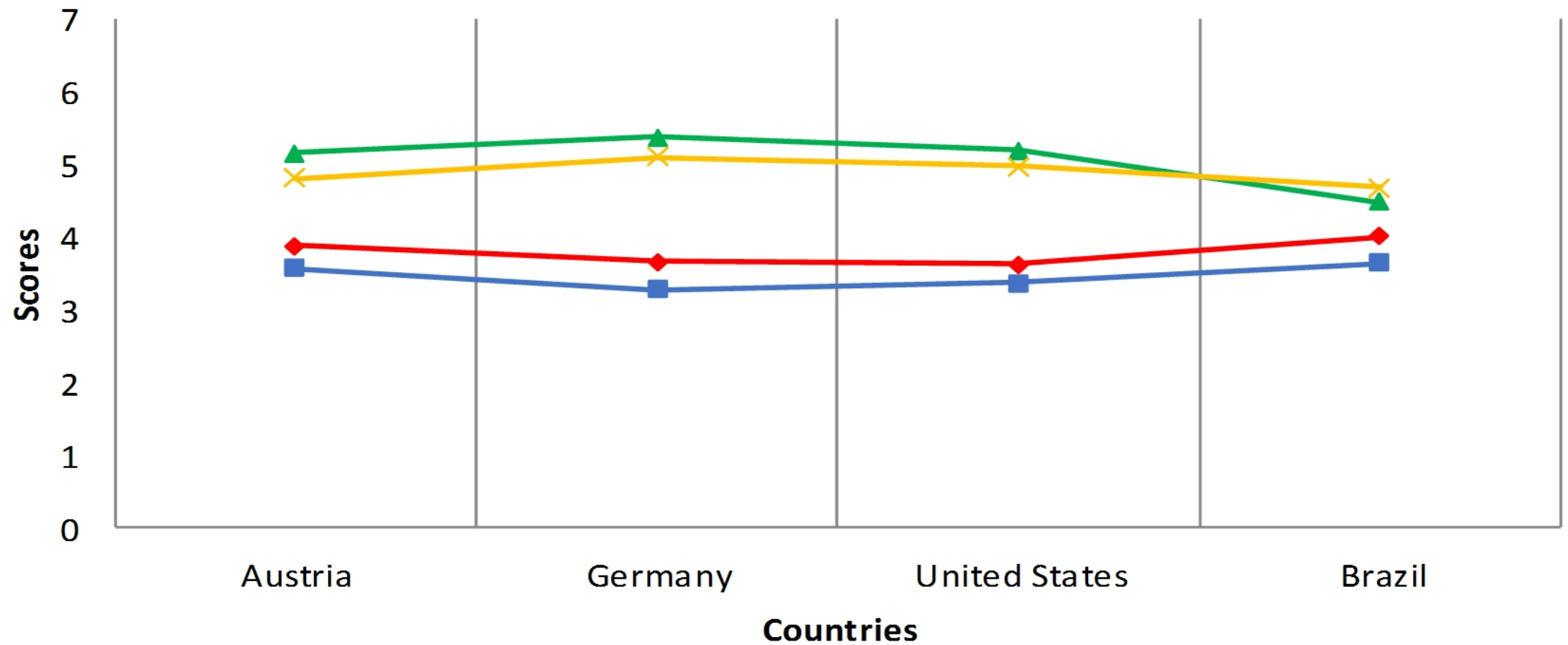


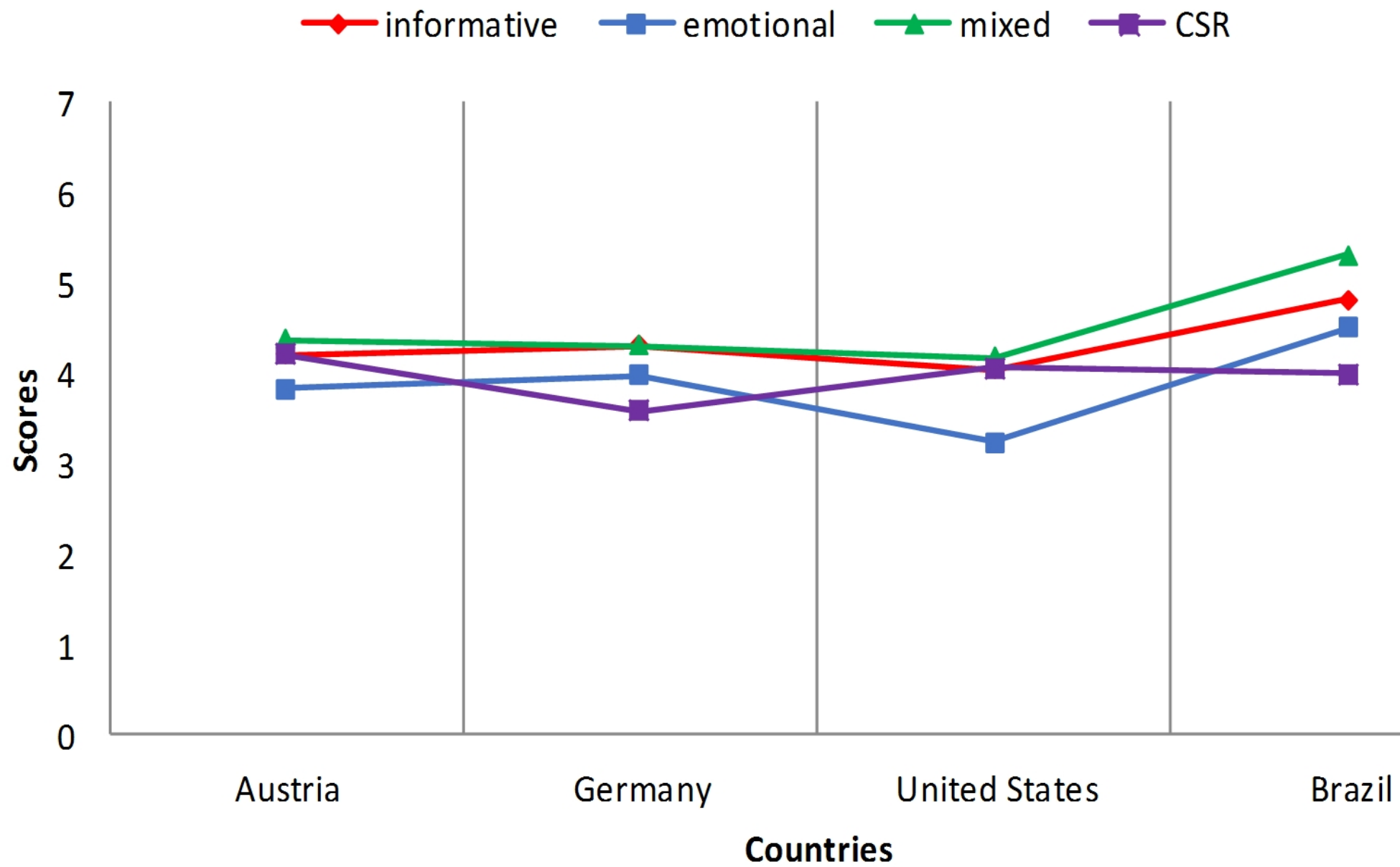


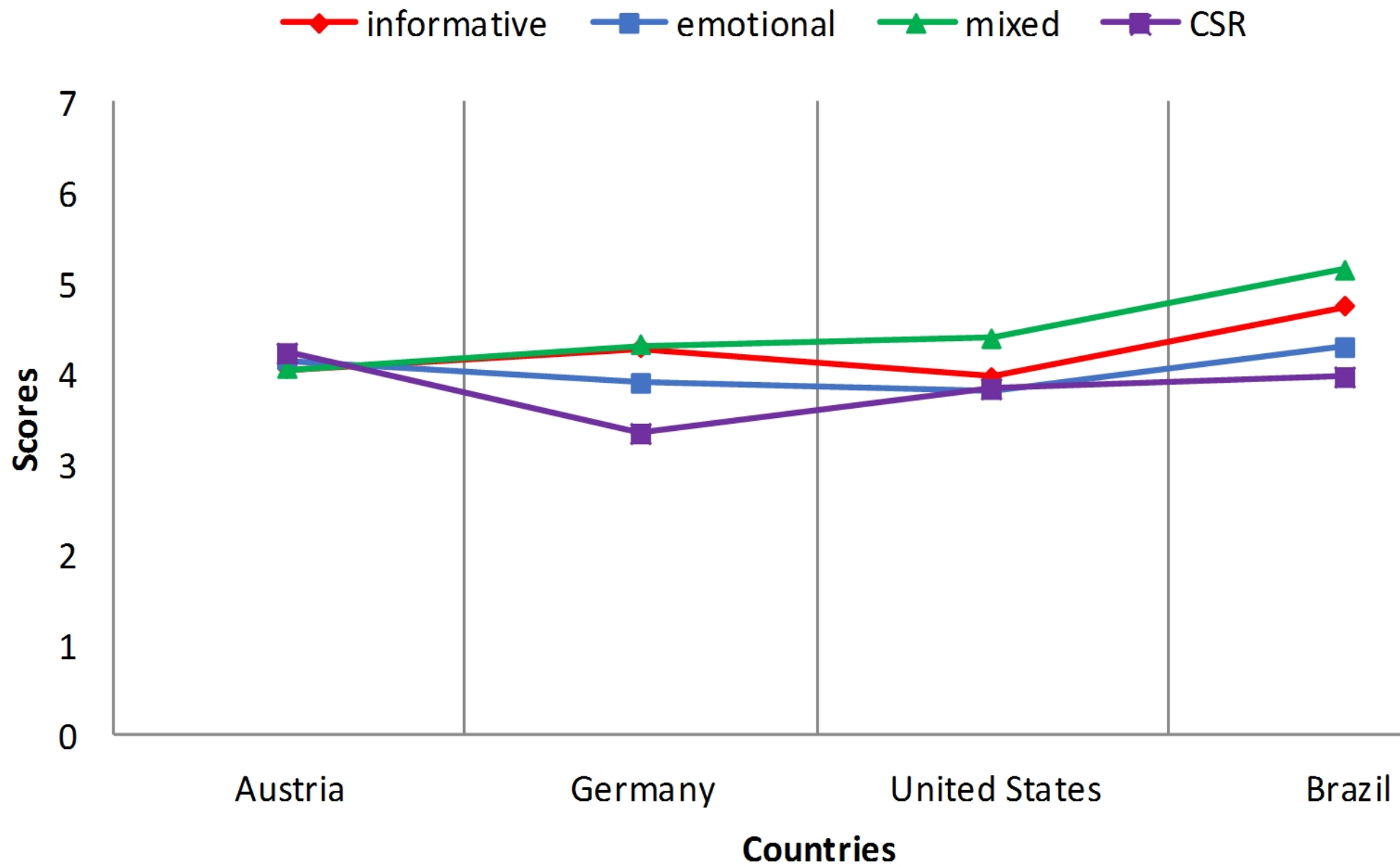


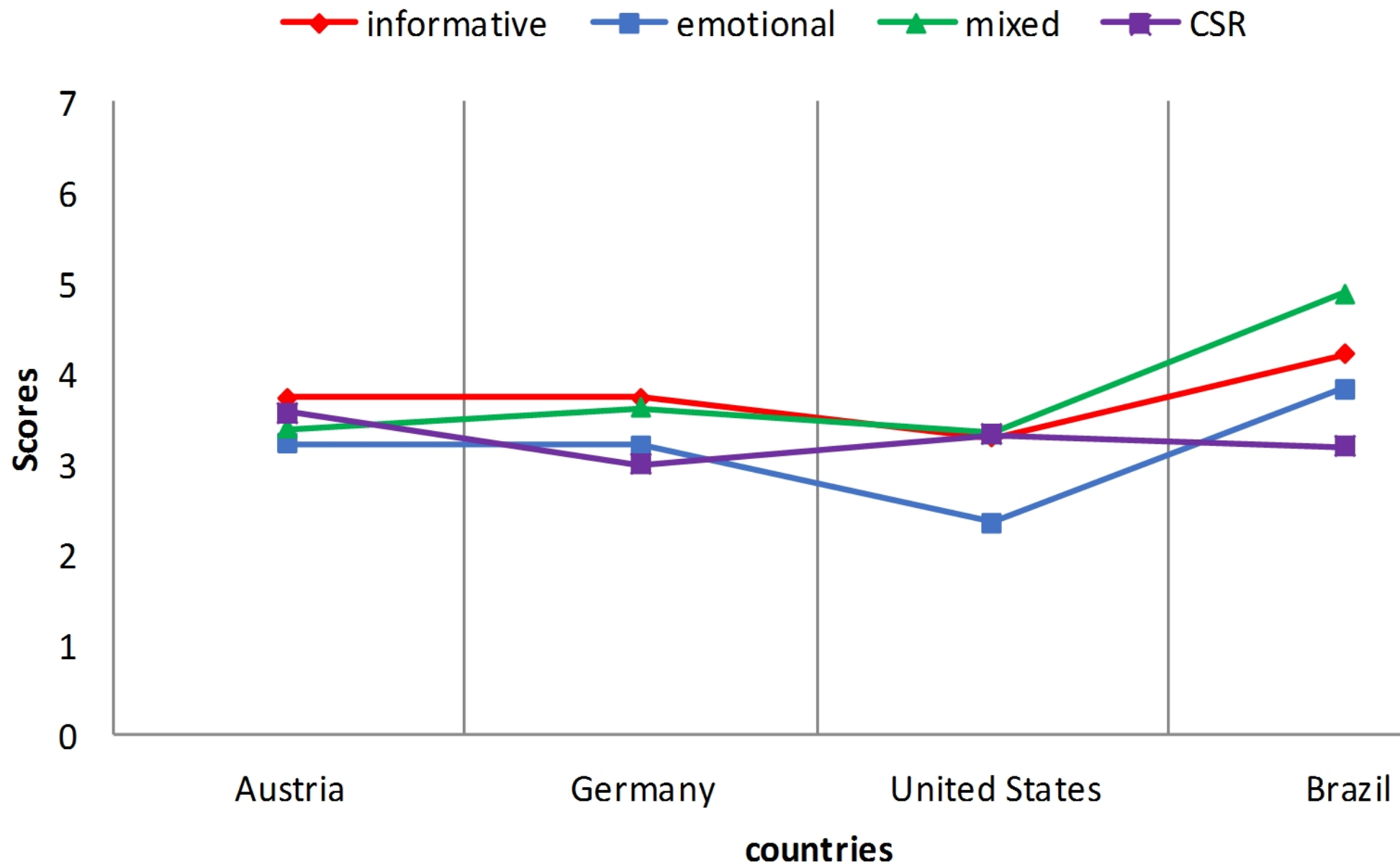


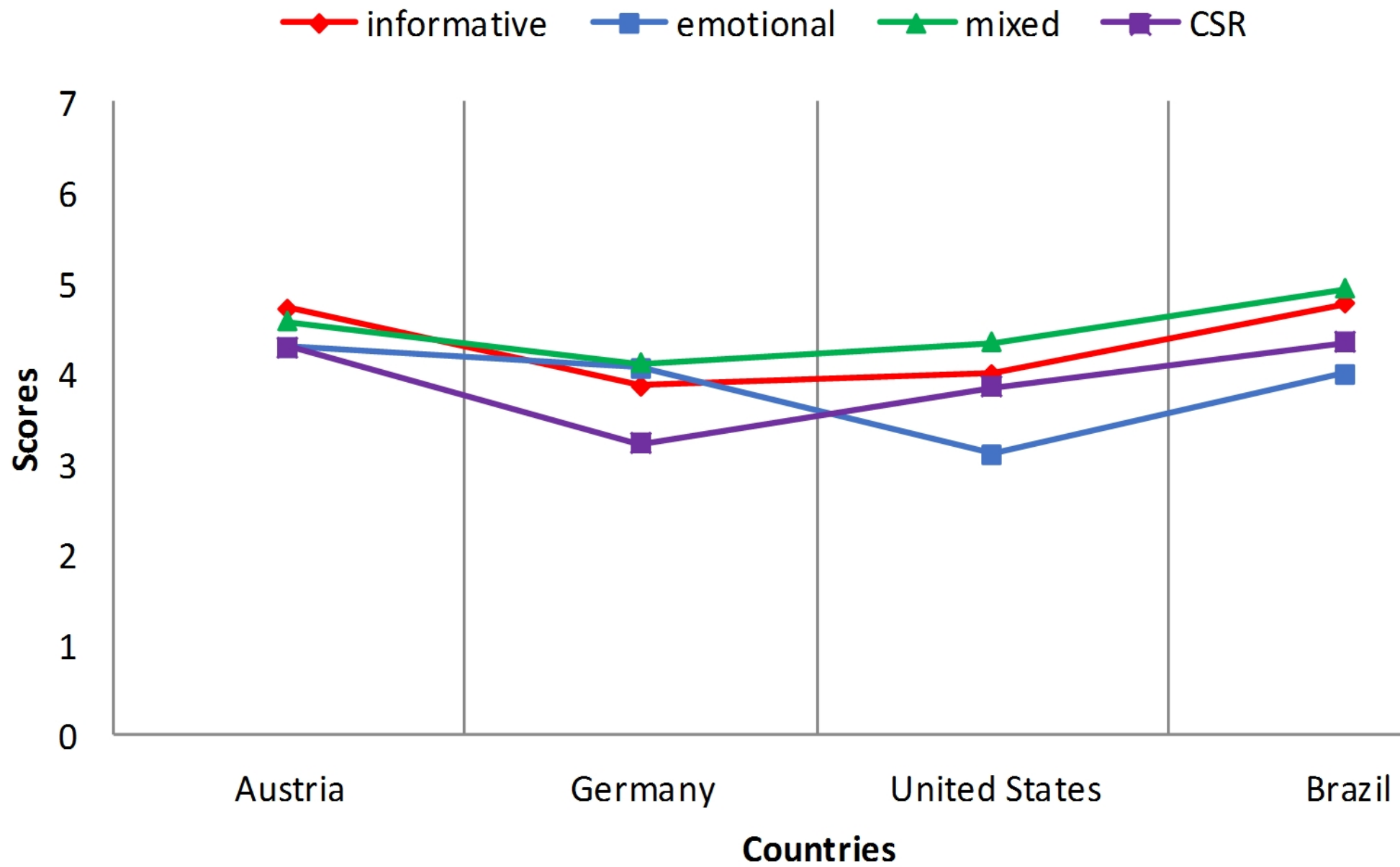
- Attitude towards Advertising
- Skepticism towards Advertising
- Attitude towards Pharmaceutical Advertising
- Skepticism towards Pharmaceutical Advertising

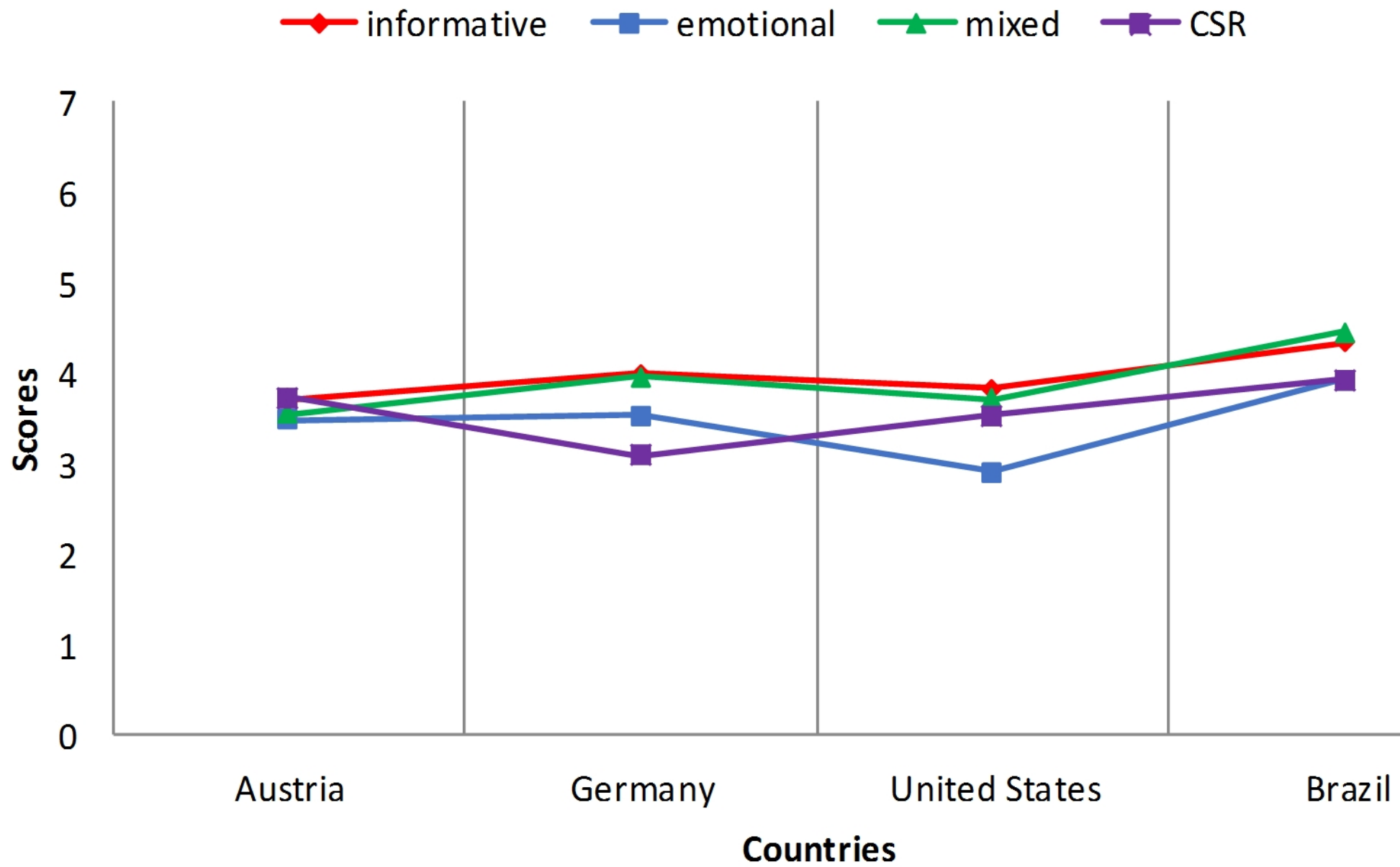


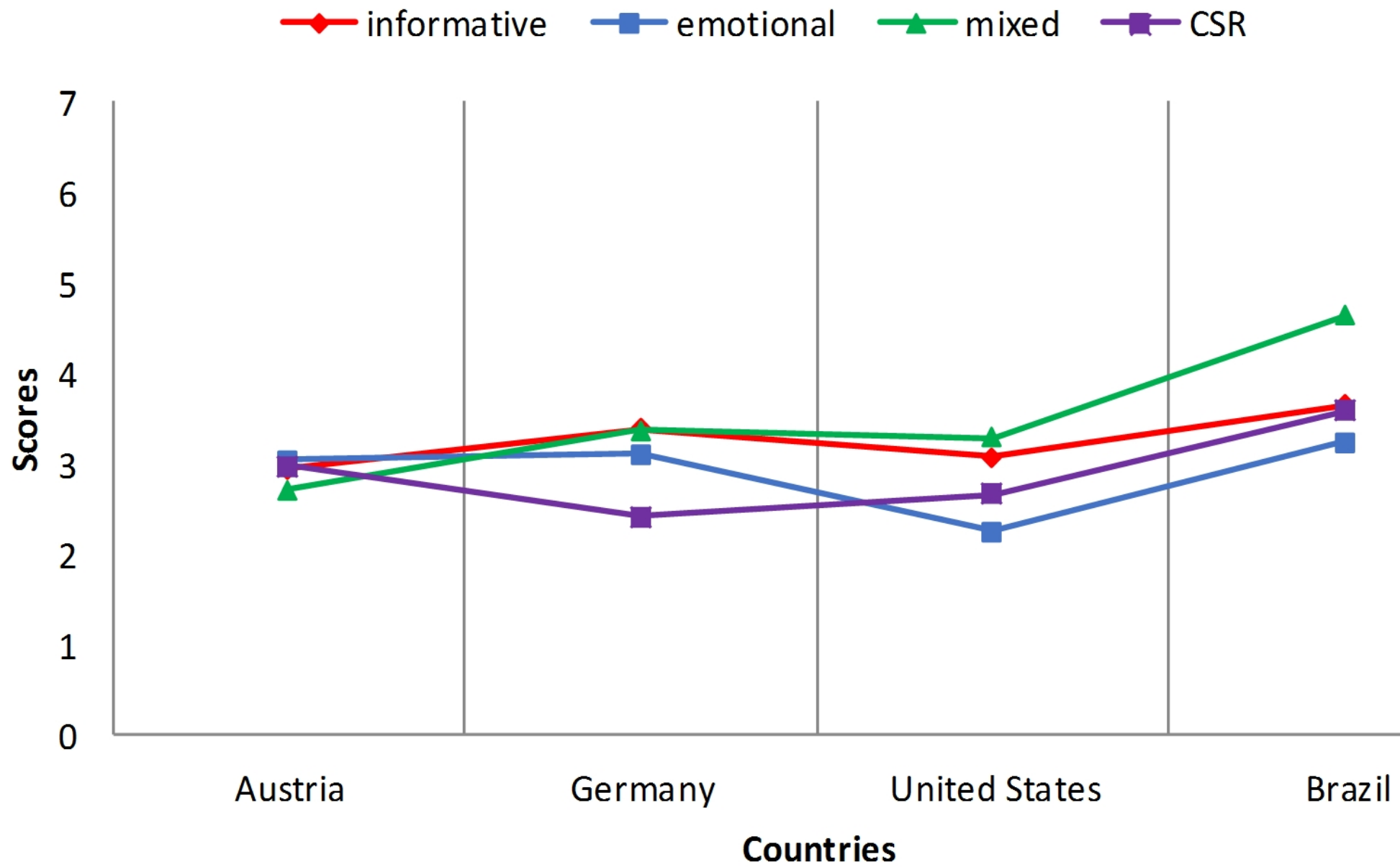




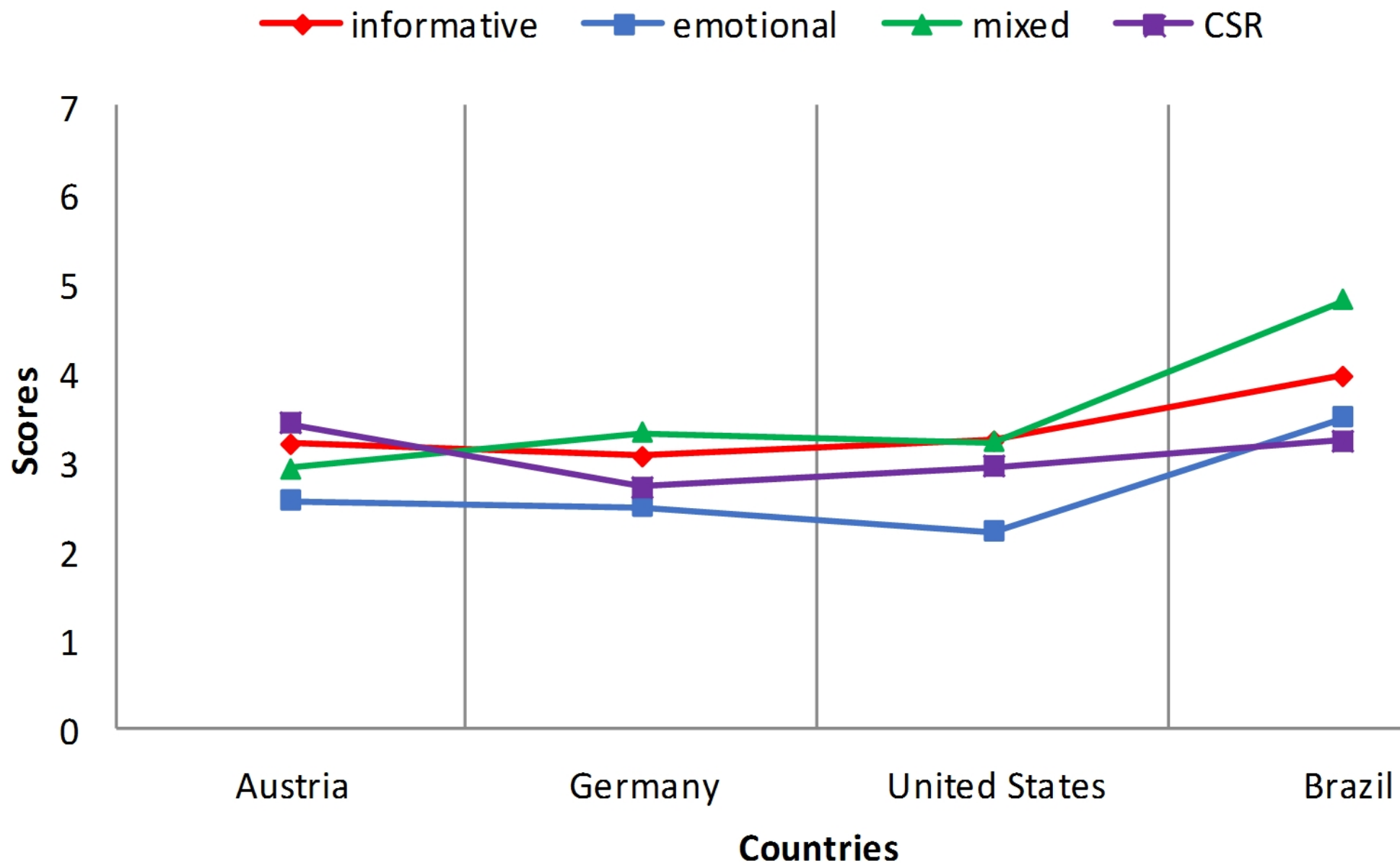


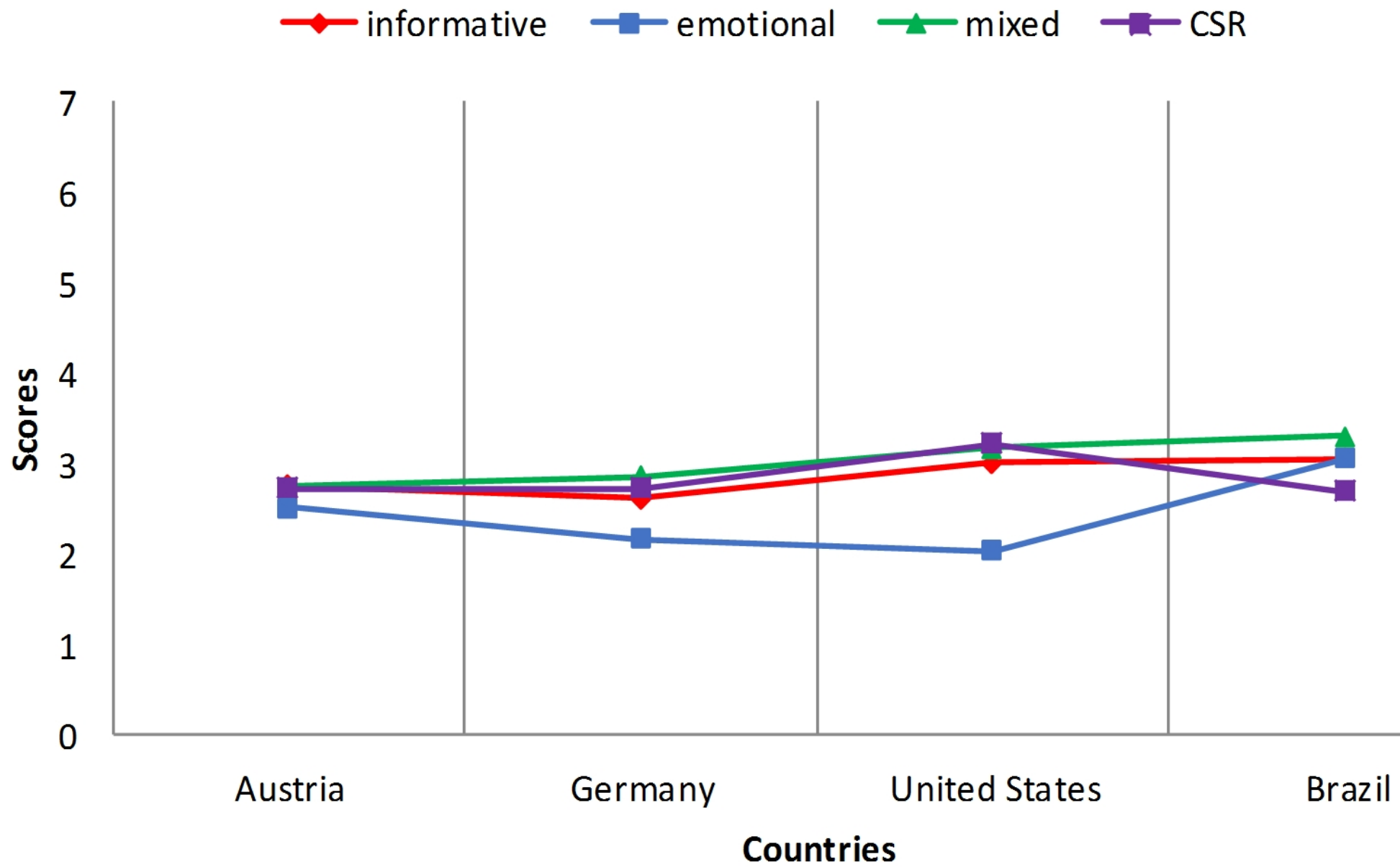


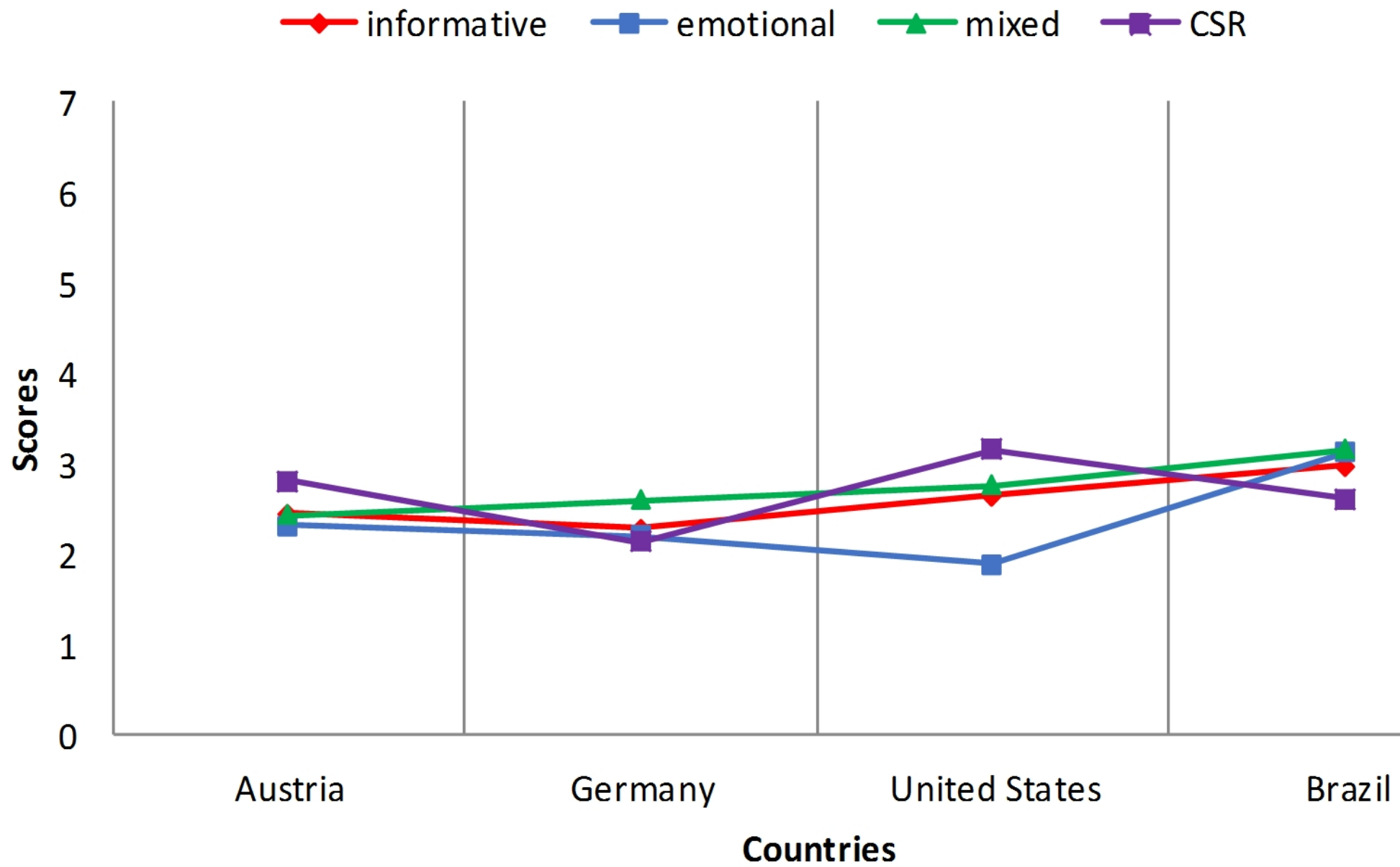


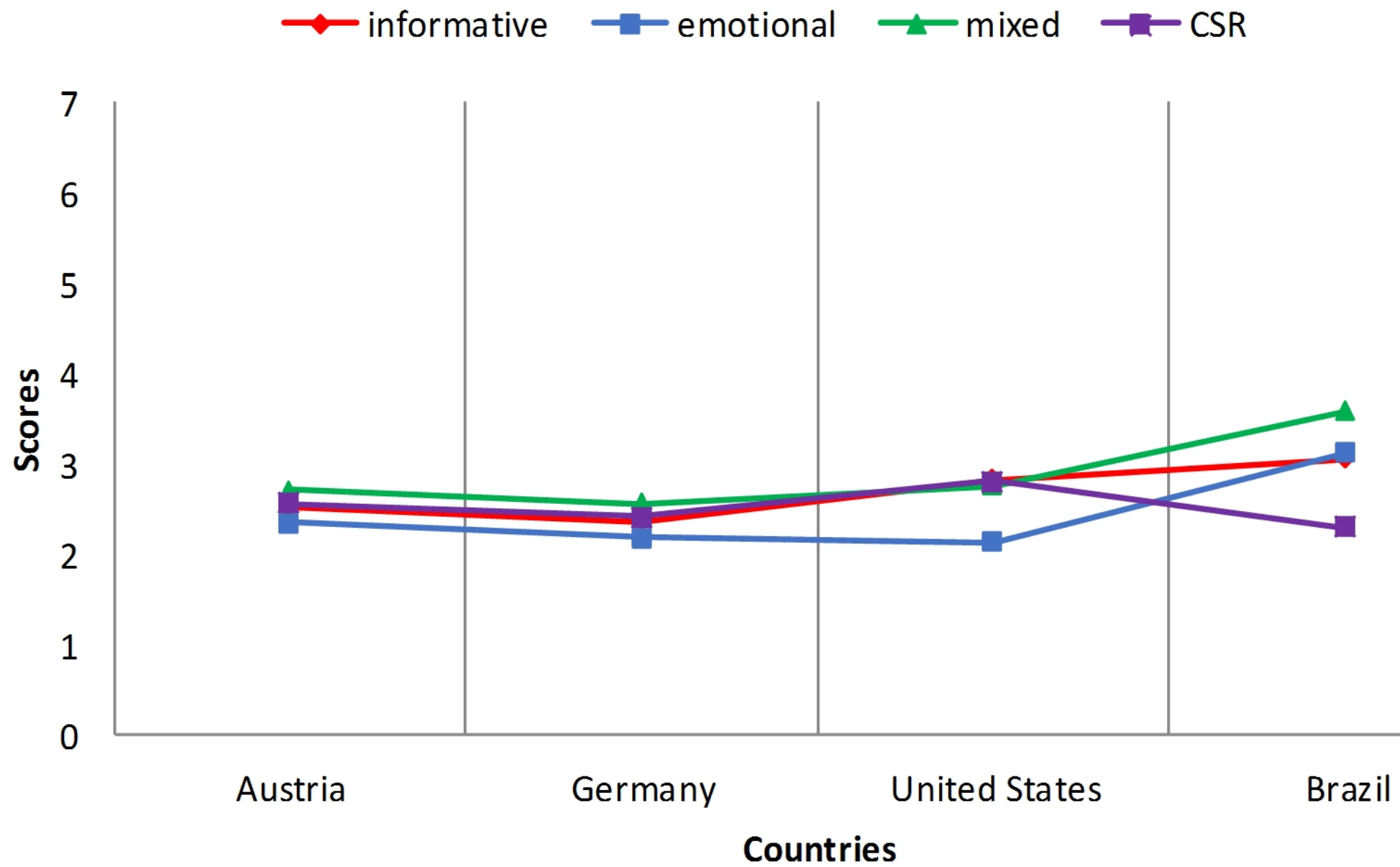


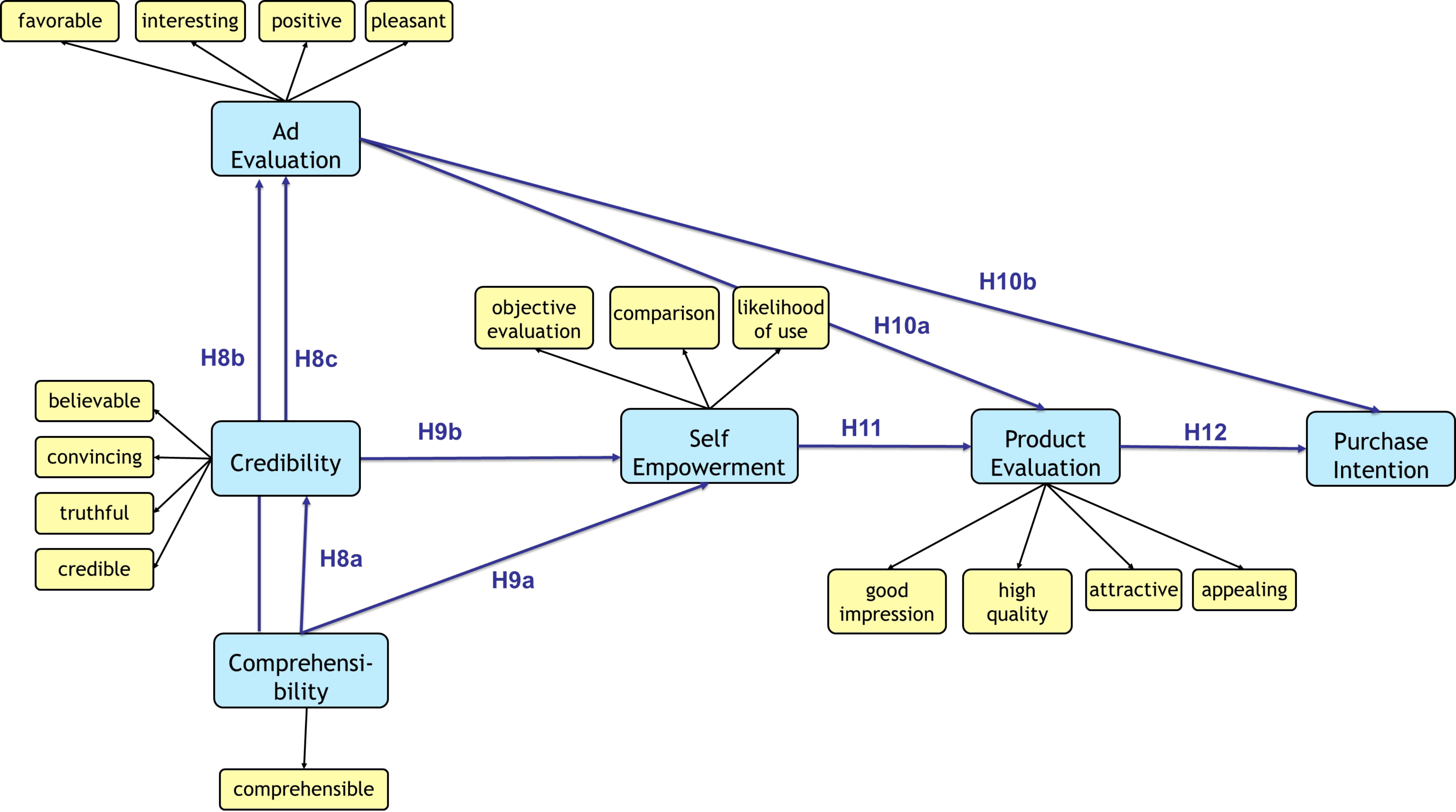




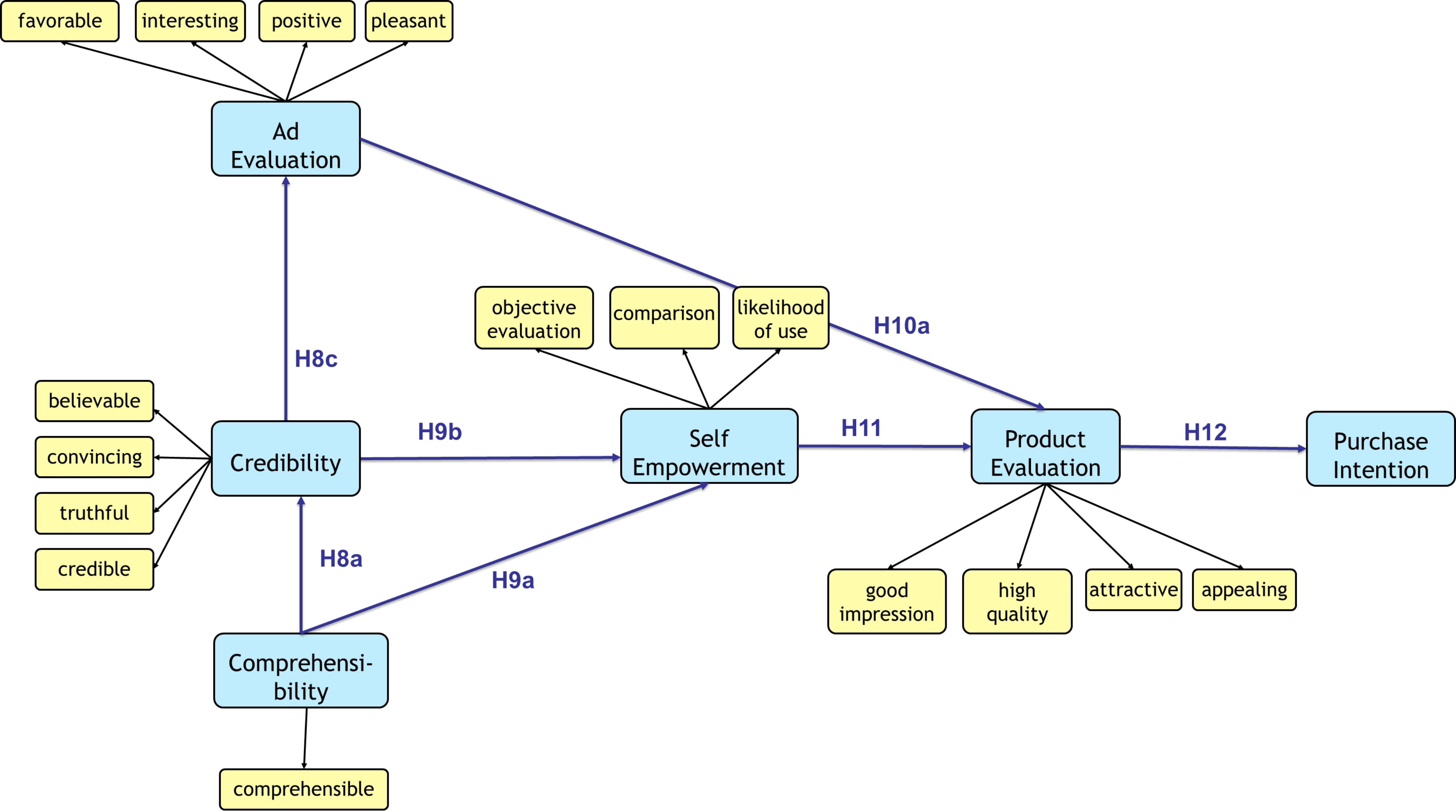


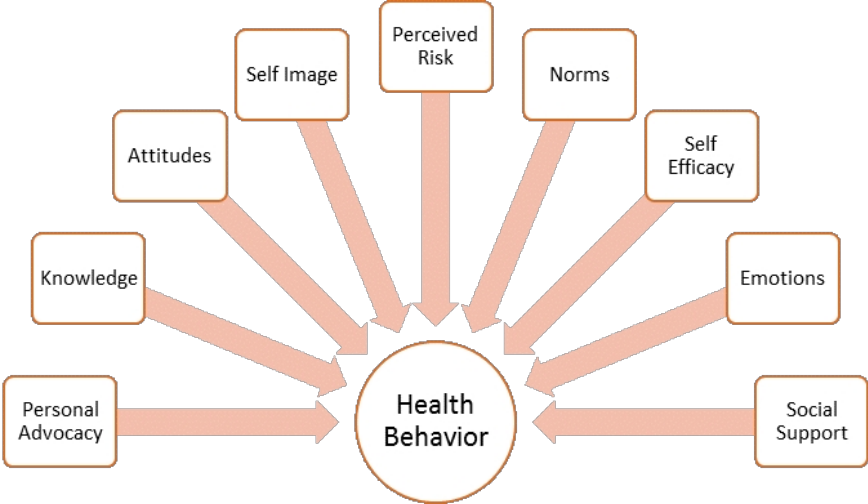






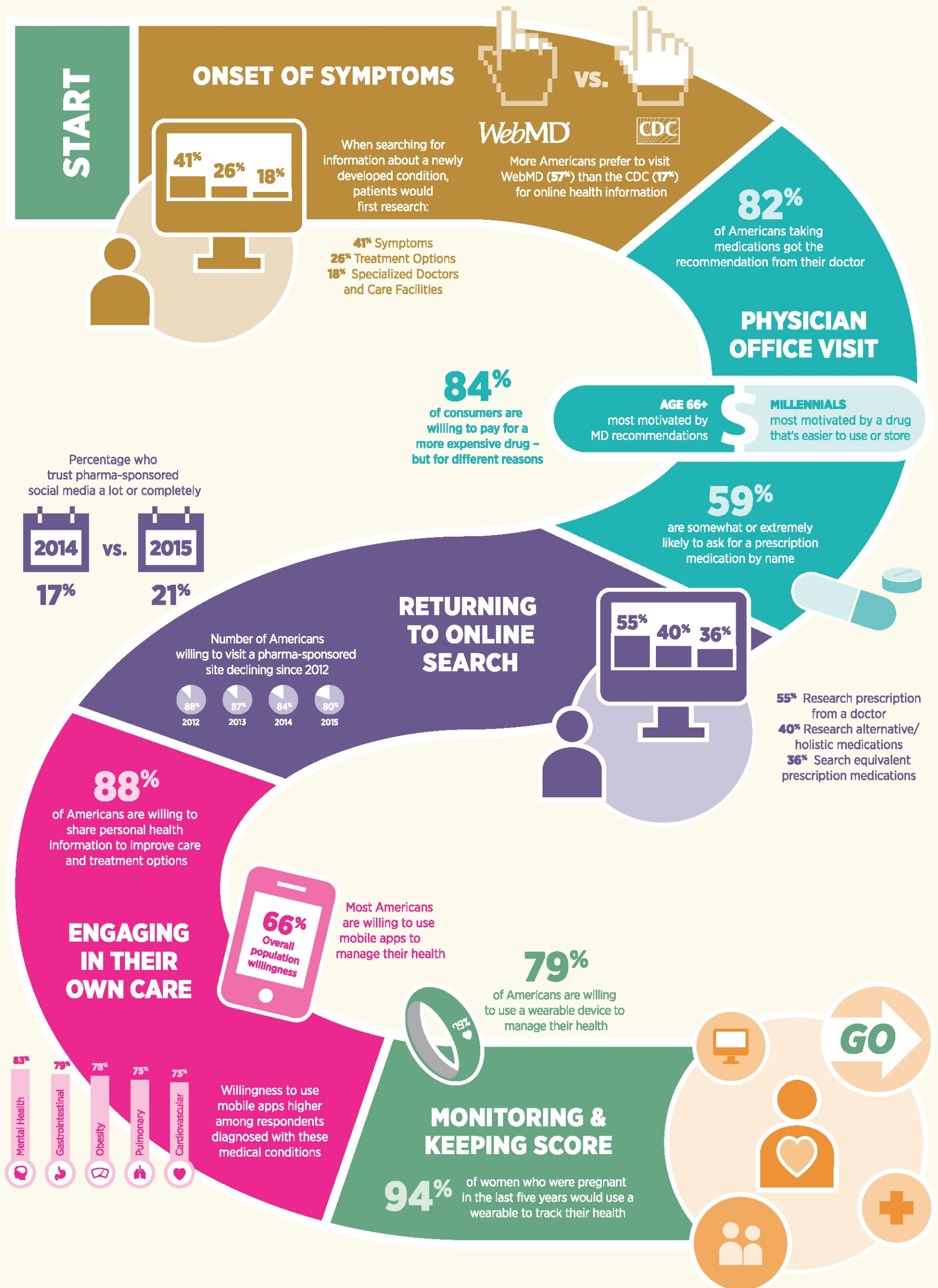






From online search to wearables, technology is changing patient-focused healthcare every step of the way.

Each moment, millions of Americans are joining the ranks of a health community. The patient journey is evolving – at new speeds – and palm-held technology is changing how the health system responds. Search is no longer a passive information-gathering effort. Technology is unleashing convergence where disease, care, cost and patient voices are engaged.







ProSante.  
For a better life.



## Getting the best out of life despite pain – with Senza!

Generally, pain surfaces when prostaglandins are created – those are substances that increase the likelihood of pain and are at times accompanied by fever.

### What now? The solution is Senza!

Senza is an effective, non-steroidal, well-tolerated anti-inflammatory drug (NSAID) which inhibits enzymes triggering swelling and pain (cyclooxygenase) and, thus, prevents the creation of prostaglandins.

Don't ignore the warning signs your body is sending you.  
Trust Senza.



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.





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**Senza**   
Less Pain. More Energy.





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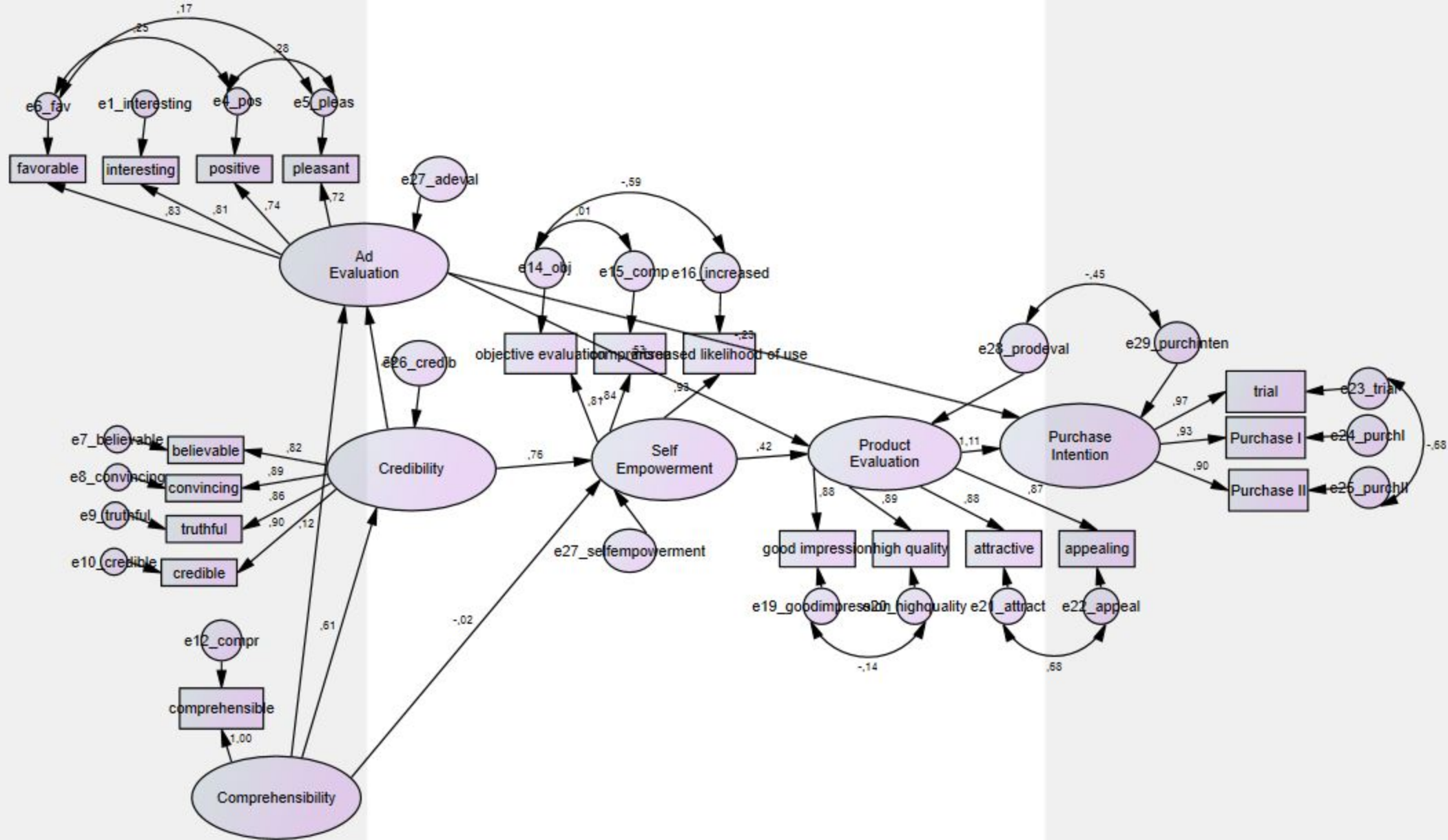


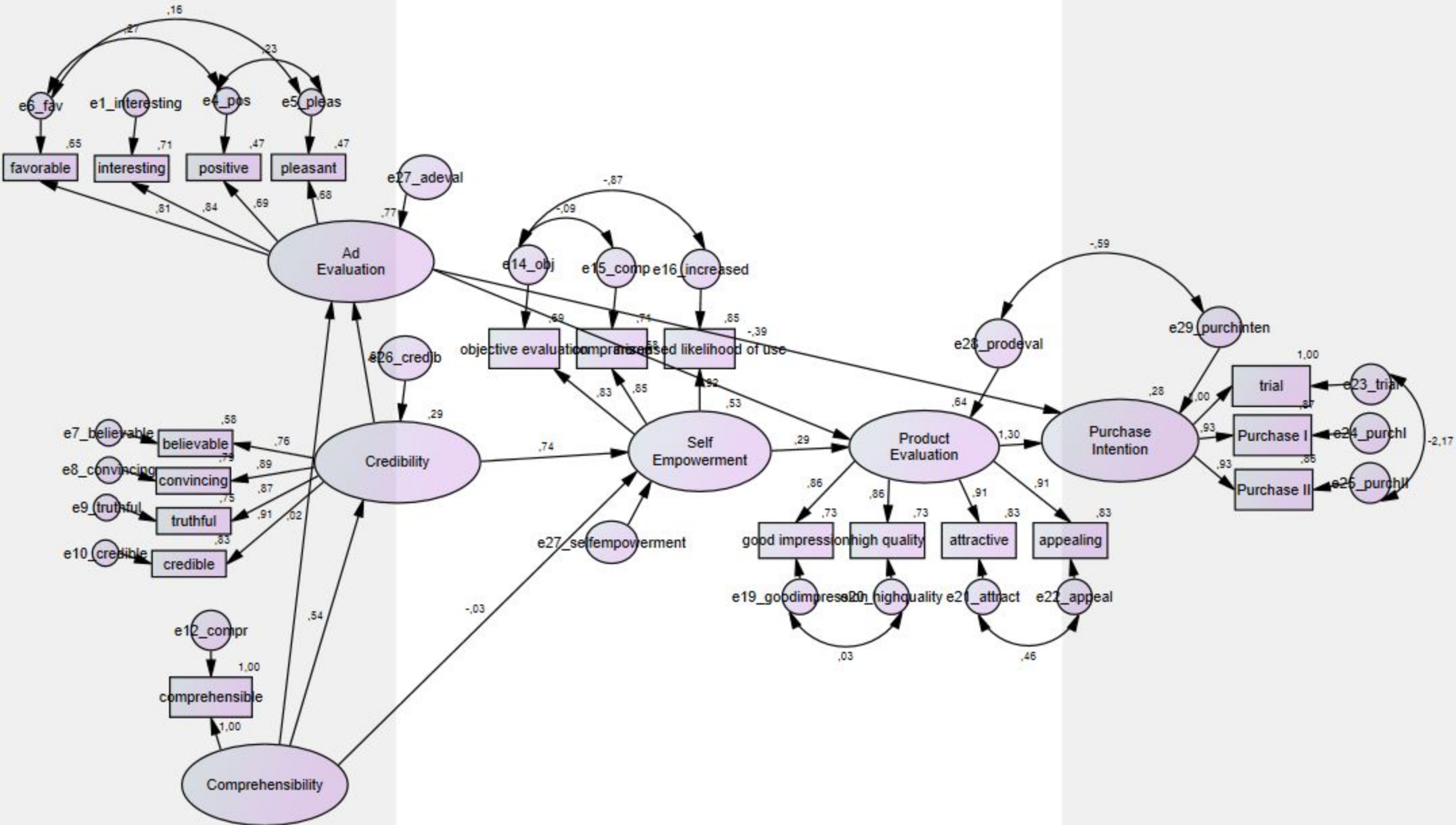
**At Senza, we also accept social responsibility.  
1 sold package = 1 vaccination against Tetanus**

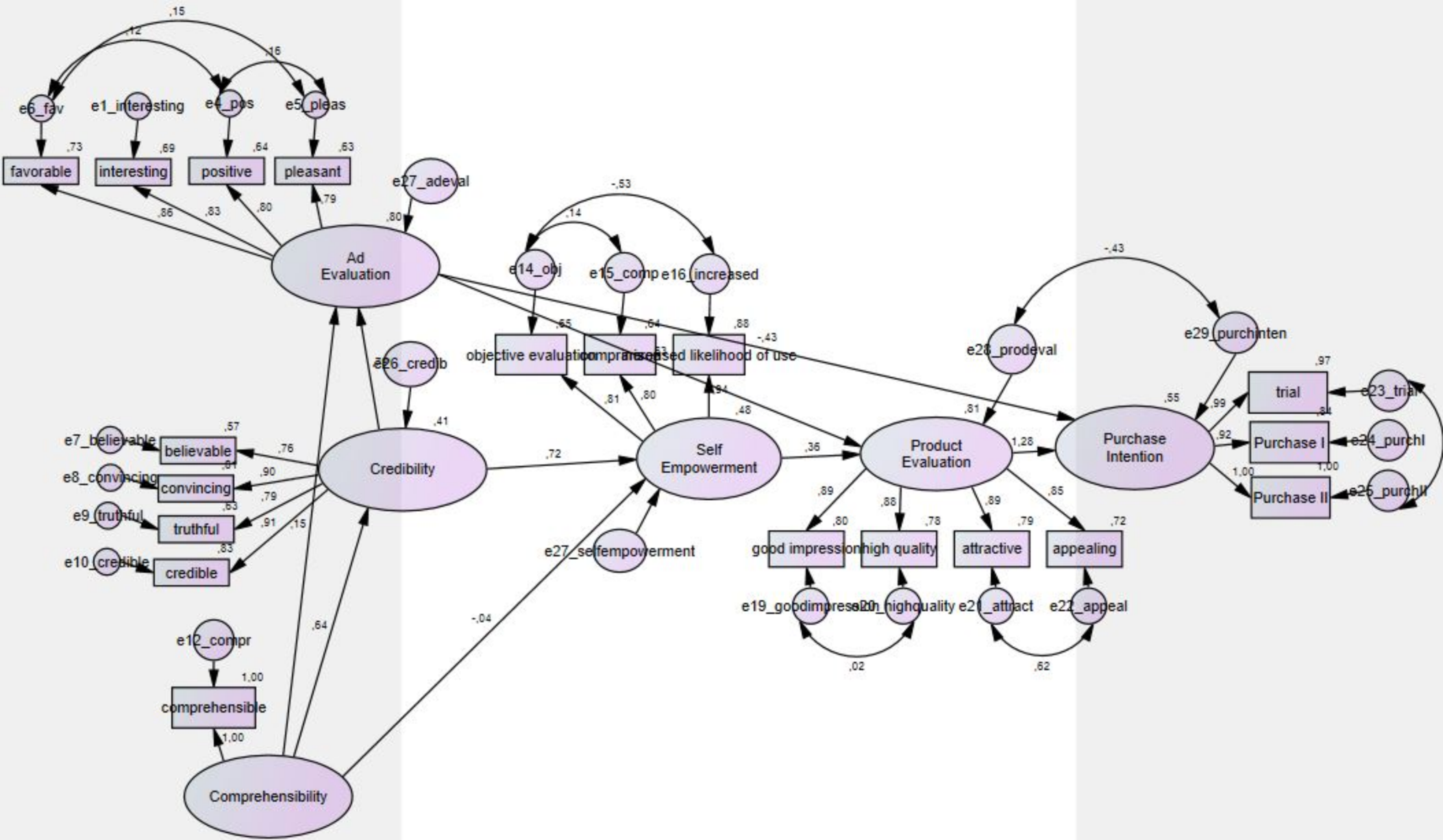


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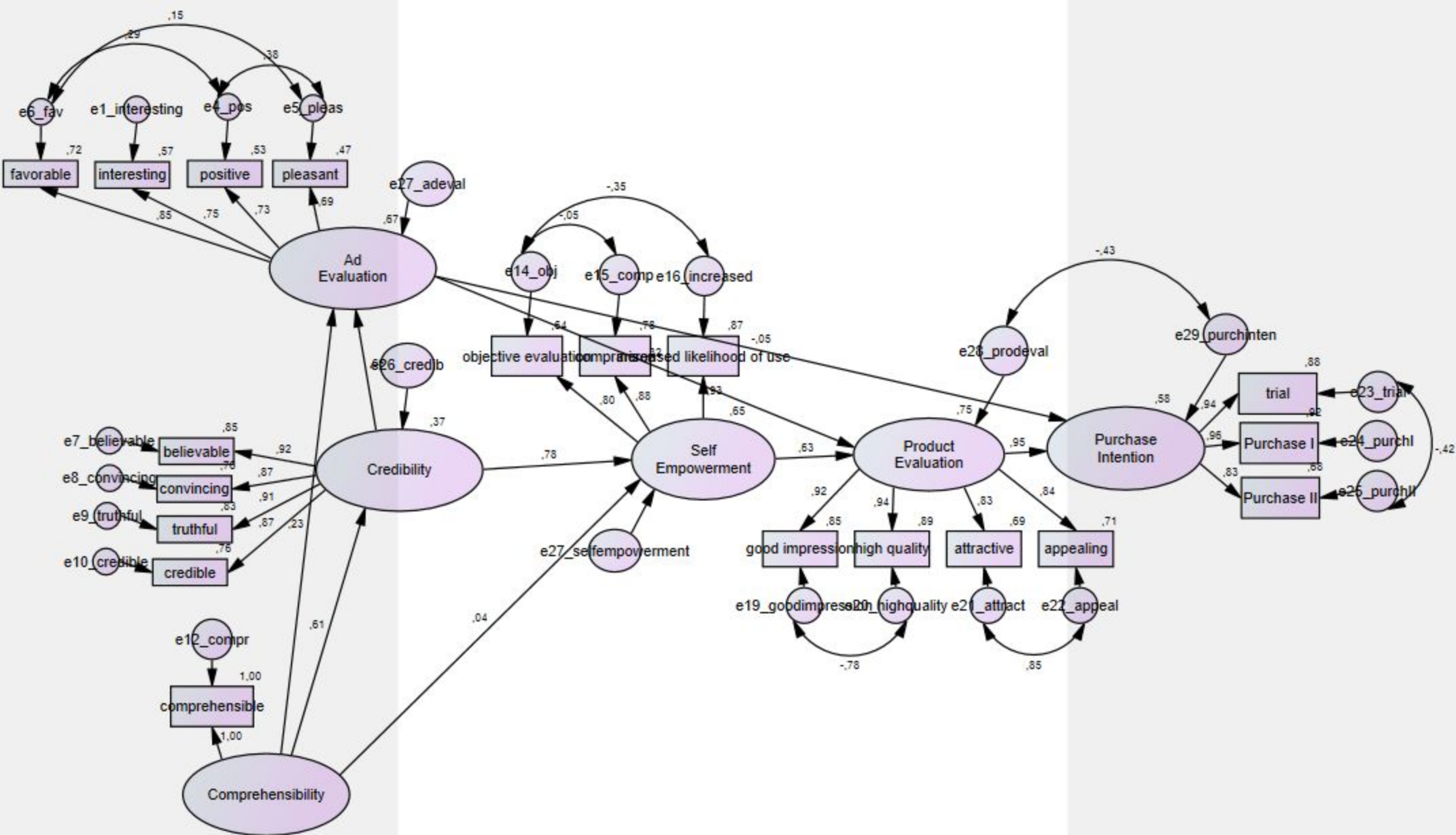


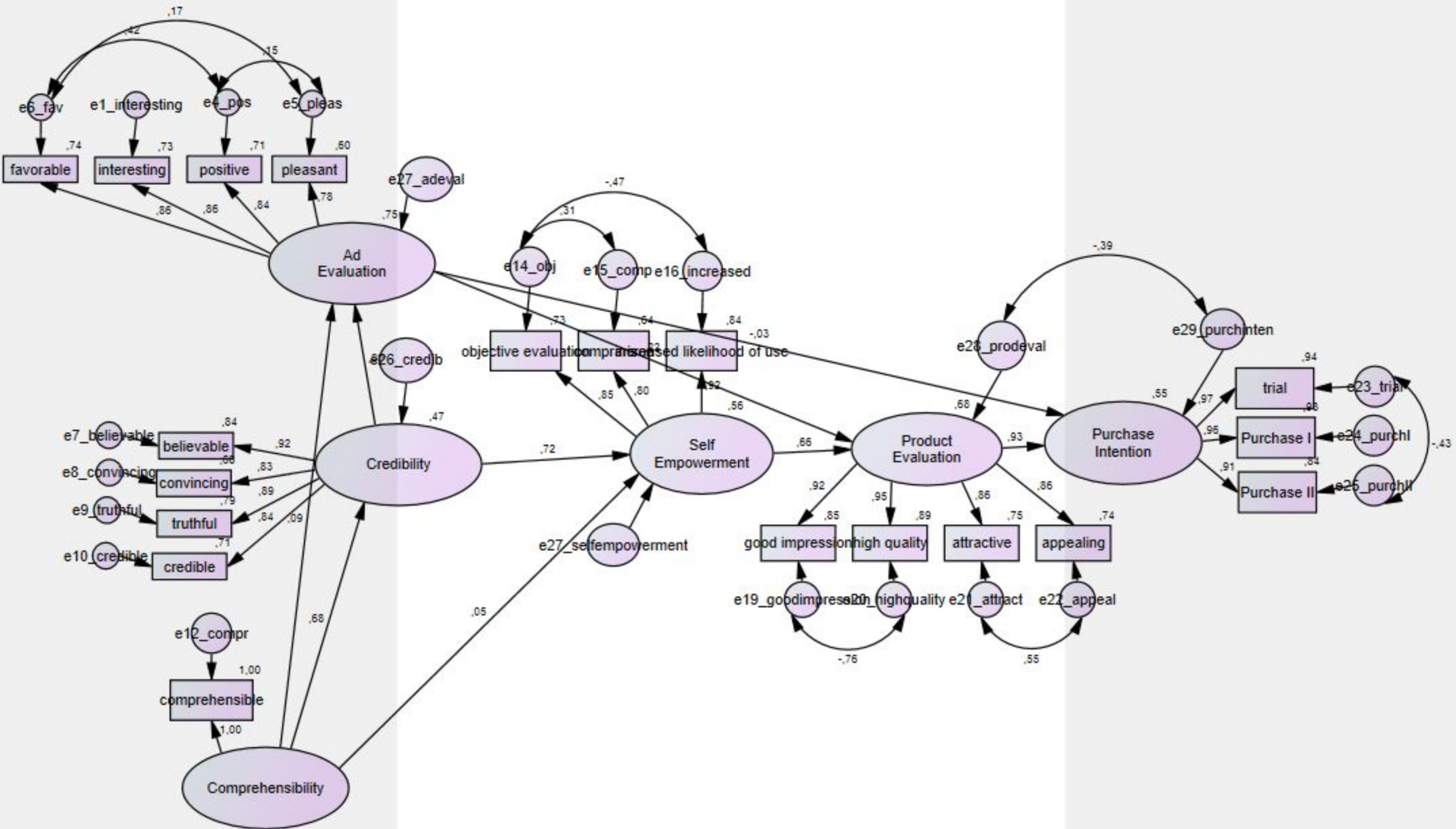














<http://www.springer.com/978-3-658-13133-3>

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Self-Empowerment

Evidence from Four Countries

Koinig, I.

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