**Ban Drug Ads? What a Price to Pay.**

[](http://www.medialifemagazine.com/wp-content/uploads/2015/11/Viagra.jpg)Companies including Pfizer, Eli Lilly and AbbVie spent $4.53 billion on advertising, an 18 percent increase over 2013, according to Kantar. This week the AMA said it’s in favor of a ban on direct-to-consumer advertising for prescription drugs and medical devices that can be implantable, blaming those ads for patients’ desire for inappropriate treatment and linking the advertising to rising medical costs.

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<http://www.medialifemagazine.com/ban-drug-ads-price-pay/>