



FROM MY SIDE OF THE FENCE ...

A Personal Opinion Platform

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PHARMACEUTICAL FOLLIES

Pharmaceutical advertising: either it's the height of laziness or the assumption of entitlement in directing the masses to do its bidding.

So, what's with big "Pharma" these days, exercising their medically-shrouded muscles on television, ordering viewers to onslaught their respective doctors with questions about this, that or some other lab product they've come up with, in their never-ending quest to bleed "the great unwashed" dry for ever-increasing profits?

You know the ones I'm referring to: those commercials that invariably show a man, woman, or maybe even the entire Mormon Tabernacle Choir, dancing and prancing around like idiots, chanting some unpronounceable name and instructing you to pepper-quiz your GP about whether or not (insert medical or latin name of drug here) is right for you!

When that presents as an interruption to my otherwise viewing pleasure, my visceral response is three-fold: what-in-hell is the generic product, what's it for and what's it supposed to do for me, and why aren't you taking the commercial time to explain all of this yourself, instead of telling me to ask my doctor? Without the briefest of knowledge of any of the above, why would I even bother?

That entire scenario smacks of big "Pharma" simply pumping-out more high priced drugs of new origin, and then prompting intended end-users to do their dirty work, having a patient's doctor suddenly identify a previously-undiagnosed medical problem for which "Pharma" miraculously has the cure.

We won't even go into the possible realm of kick-backs by "Pharma", in new getting new entries off-the-shelf.

Bottom line: If drug manufacturers are legally precluded from generically making product usages and claims, get off the airwaves. If that's not the case, get off of your corporate butts and do the job yourselves. Stop trying to hide behind the veil of second-hand medical endorsement to lend legitimacy to your products.

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