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• 中文關鍵字	處方藥；直效行銷廣告；法規；審查原則；公共衛生；消費者行銷；；		
• 英文關鍵字	Prescription Medicine；DTCA (Direct-to-Consumer Advertising)；Regulation；Guidelines；Public Health；Consumer Marketing；；		
• 中文摘要	「Direct-to-Consumer Advertising (DTCA)：處方藥直效行銷廣告」，主要是利用各種媒體（電視、廣播、報紙、網路）對一般大眾進行「處方藥物」的「品牌」及「療效」宣傳。截至 2010 年 6 月為止，我國尚未准許 DTCA 的宣傳方式；美國，紐西蘭、澳洲等國則已經對此一宣傳方式發展出相關的法規及審查管理原則。美國，紐西蘭、澳洲對 DTCA 處方藥直效行銷廣告的法規及審查管理原則，在行政機關、臨床醫界、及產業界均已進行相當熱烈的討論。本研究彙整 DTCA 處方藥直效行銷廣告在美國，紐西蘭、澳洲等國的法規及管理審查原則。採用文獻回溯的方式，針對這三個國家之 DTCA 處方藥直效行銷廣告之發展歷程、現況、相關法規制度、藥事經濟、及民眾用藥安全、醫病關係等議題進行探討，分析此一行銷方式對產業界、政府、醫療機構、消費者團體的影響，並與我國國情進行比較，同時針對醫療品質等議題進行分析，以探討台灣 DTCA 政策是否應該修訂及如何修訂；接著對各界不同專業人士進行專家座談及產業說明會進行討論，介紹 DTCA 處方藥直效行銷廣告，例如醫界、藥界、學界、以及廣電學者及法律學者及消費者團體，探討我國實施 DTCA 醫藥廣告之可能性，DTCA 對我國全民健康保險體制下的醫病關係、用藥形態、醫藥市場可能的影響，及衛生主管機關現行管理方式須如何因應，方能有效管理 DTCA 處方藥直效行銷廣告並彙整各界相關意見，以送交我國醫藥衛生主管機關參考之。在保障民眾健康權益、醫藥專業決策正常運作的前提下，本研究達成的目標為揭露 DTCA 處方藥直效行銷廣告在先進國家的法規及審查管理原則，並針對我國施行 DTCA 後可能發生的影響進行討論，以作為我國衛生署藥政管理單位之參考。		
• 英文摘要	Direct-to-Consumer Advertisement (DTCA) for prescription pharmaceuticals is communication means by using various media channels such as TV, radios, newspapers or internet to the general public for the purpose of branding and/or therapeutical promotion. US, New Zealand and Australia		

already have DTCA laws and guidelines to regulate this kind of pharmaceutical promotional activities. It has generated lots of interests and hot debates regarding its impact to the consumers, industries (both pharmaceutical industry and advertisement industry) and medical professionals from all stakeholders (regulatory authorities, medical professionals, academics, consumers and industries). Our study focused on collecting and reviewing the relevant DTCA laws and regulation guidelines from the above three mentioned countries. The analyzed results and its impact were subsequently presented to all stakeholders with further study on the feasibility of implement DCTA in Taiwan. Our approach was first to collect the current available laws and guidelines from US, NZ and Australia. We then studied DTCA impacts to the consumers, regulatory authorities, industries and medical professionals through literature review. Panel discussion was held to disclose such findings and to collect the concerns from domestic stakeholders. The final results reflected both foreign experiences and domestic viewpoints. To protect of the consumers' health and to respect the medical professional decisions, this study has accomplished the following objectives: (1). Collecting the regulatory DTCA laws and guidelines from US, NZ and Australia. (2). Collecting and analyzing DTCA impacts to the consumers, regulatory authorities, industries and medical professionals. (3). Communicating the analyzed results to the stakeholders. (4). Providing the above information to the domestic regulatory authority.