

A DANGEROUS PROCESS

How Deceptive Ads Are Funded and Claims Generated



1

Shadow Funding: Hidden networks of financiers front money to lawyers and businesses that specialize in claim generation.

2

Deceptive Campaigns: Lawyers and lead generators work with marketing agencies to create massive ad campaigns online, on TV, and over the phone that are designed to look like FDA public service announcements and target patients with specific medical devices.

3



Deceptive ads leave viewers with the impression that a product is the target of an FDA "Health Alert" or "Medical Alert" and may suggest that the product has been recalled, even when the product remains FDA-approved.

Click-through ads featuring distortions like edited FDA logos direct patients to a call center, where aggregators screen the claims to identify those that meet basic criteria and refer or sell those claims to lawyers.

Patients of medical devices are bombarded by **phone solicitations**, with some patients reporting receiving more than 50 calls in one month.

4

Legal Threat: Once the claims add up, the plaintiffs' lawyers seek to have the claims consolidated into a state mass tort panel to try and force the defendant into settling these claims as a whole.

5

Unnecessary and Dangerous Procedures: The deceptive campaign may cause patients to undergo unnecessary, expensive, and dangerous surgeries, avoid receiving essential procedures, or stop taking life-saving medications.

Learn more at ResponsibleAdsForPatientSafety.com