

## Supplemental Online Content

Markell J, Odouard I, Anderson GF, DiStefano MJ. Consumer perceptions of safety information in direct-to-consumer print advertisements for Alzheimer drugs. *JAMA Network Open*. 2024;7(9):e2431110. doi:10.1001/jamanetworkopen.2024.31110

### eMethods

### eAppendix. Ads 1-4

This supplemental material has been provided by the authors to give readers additional information about their work.

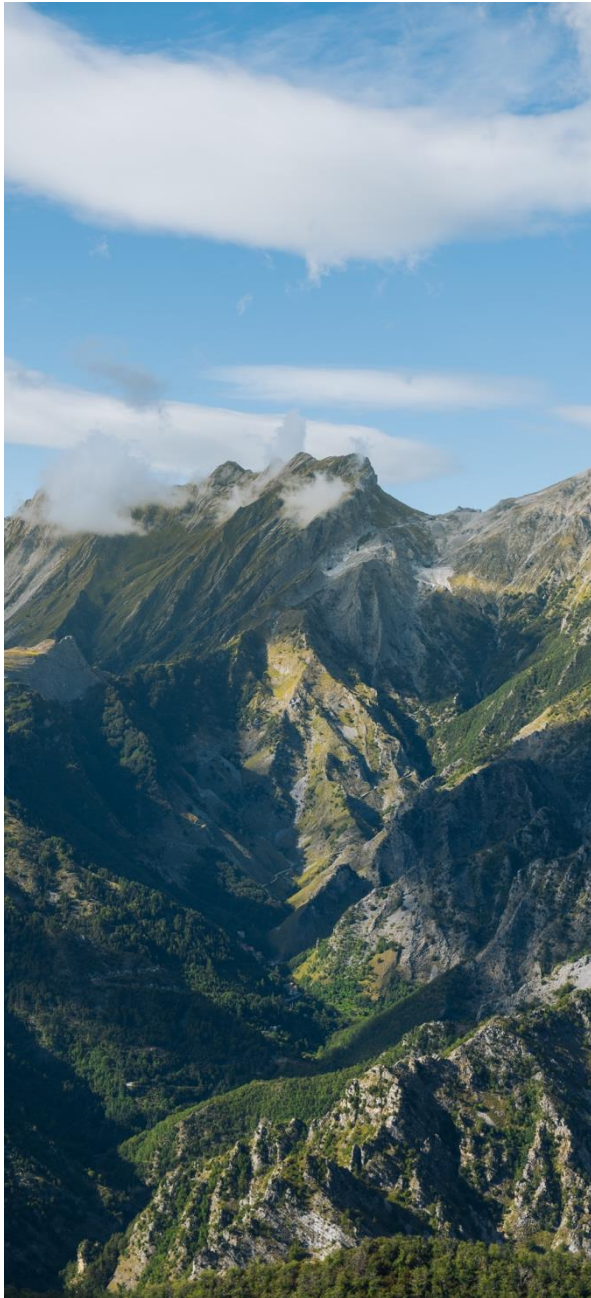
## eMethods

For more information on NORC's AmeriSpeak panel, please see the following reference:

*Technical Overview of the AmeriSpeak Panel: NORC's Probability-Based Household Panel.*  
NORC at the University of Chicago; 2022. Accessed January 5, 2024.

<https://amerispeak.norc.org/content/dam/amerispeak/research/pdf/AmeriSpeak%20Technical%20Overview%202019%2002%2018.pdf>

Ad 1



# Altana

altenemab (injection for intravenous use)

**Altana** is a prescription medicine that is used to treat adults with mild cognitive impairment or mild dementia due to Alzheimer's disease

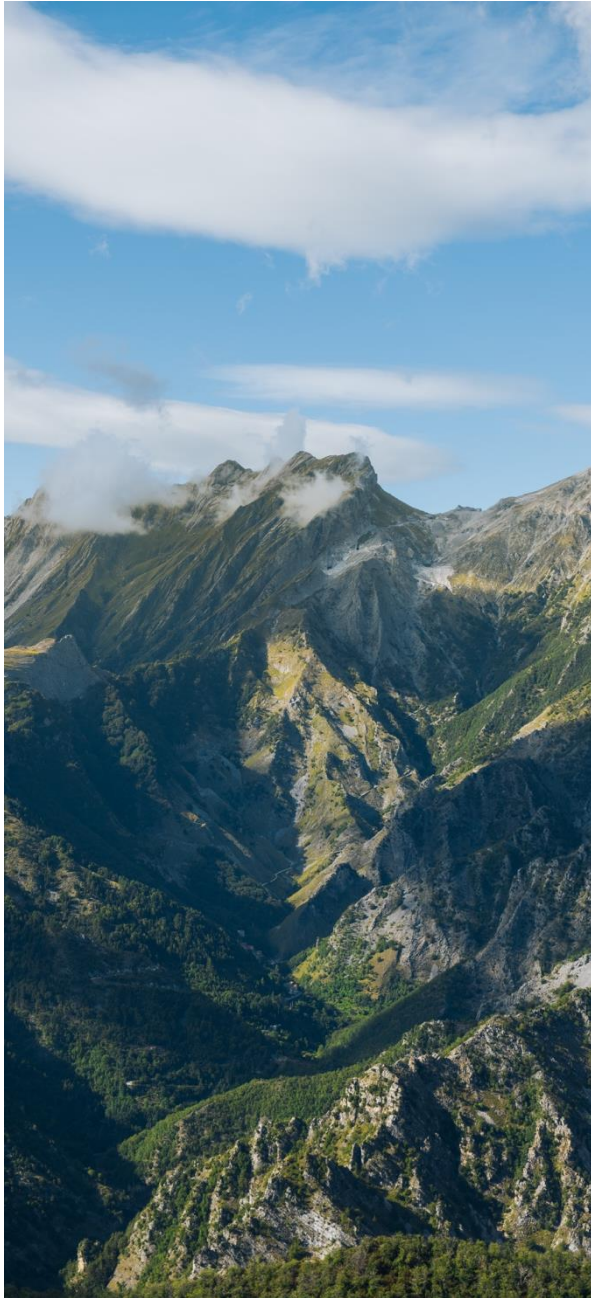
**Altana** was shown to slow progression of early Alzheimer's disease, helping people remember, solve problems, and complete daily activities for longer

Common side effects of **Altana** include fever, flu-like symptoms, and nausea

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.xyz/reportdrugs](http://www.fda.xyz/reportdrugs), or call 1-800-FDA-ABCD

Ask your doctor if **Altana** is right for you

Ad 2



# Altana

altenemab (injection for intravenous use)

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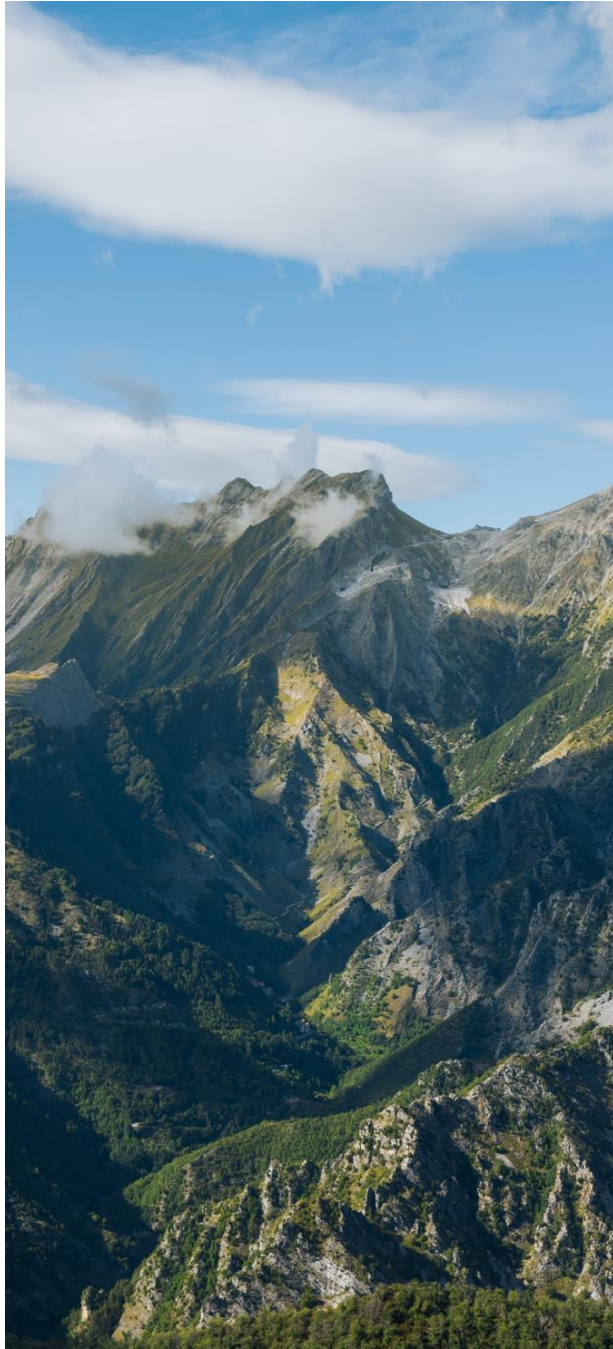
**Altana** was shown to slow progression of early Alzheimer's disease, helping people remember, solve problems, and complete daily activities for longer

Common side effects of **Altana** include fever, flu-like symptoms, and nausea. Some people experience **life threatening** symptoms such as swelling or bleeding in the brain

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Ask your doctor if **Altana** is right for you

Ad 3



# Altana

altenemab (injection for intravenous use)

**Altana** is a prescription medicine that is used to treat adults with mild cognitive impairment or mild dementia due to Alzheimer's disease

In an 18-month clinical trial, people taking **Altana** declined in cognitive function on average by 1.21 points on an 18-point scale (7%), while people not taking the drug declined in cognitive function on average by 1.68 points on an 18-point scale (9%)

In a clinical trial, 237 out of 898 (26%) people taking **Altana** experienced side effects such as fever, flu-like symptoms, and nausea compared to 66 out of 897 (7%) in people not taking the drug

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Ask your doctor if **Altana** is right for you

Ad 4



# Altana

altenemab (injection for intravenous use)

**Altana** is a prescription medicine that is used to treat adults with mild cognitive impairment or mild dementia due to Alzheimer's disease

In an 18-month clinical trial, people taking **Altana** declined in cognitive function on average by 1.21 points on an 18-point scale (7%), while people not taking the drug declining in cognitive function on average by 1.68 points on an 18-point scale (9%)

In a clinical trial, 237 out of 898 (26%) people taking **Altana** experienced side effects such as fever, flu-like symptoms, and nausea compared to 66 out of 897 (7%) in people not taking the drug. 31 out of 898 people (3%) had **life threatening** symptoms of swelling or bleeding in the brain compared to 2 out of 897 (0.2%) in people not taking the drug

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Ask your doctor if **Altana** is right for you