

It's the Message, Not the Medium

Managing FDA Promotional Compliance Beyond Traditional Media

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A. January 2014 Draft Guidance: Fulfilling Regulatory Requirements for Postmarketing, Submissions of Interactive Promotional Media for Prescription Human and Animal Drugs and Biologics	
B. Guidance Agenda: New & Revised Draft Guidances CDER Is Planning to Publish During Calendar Year 2014	
C. Guidance for Industry: Providing Regulatory Submissions in Electronic Format — Prescription Drug Advertising and Promotional Labeling (Draft Guidance)	
D. Guidance for Industry: Direct-to-Consumer Television Advertisements — FDAAA DTC Television Ad Pre-Dissemination Review Program (Draft Guidance)	
E. December 2011 Draft Guidance: Responding to Unsolicited Requests for Off-Label Information About Prescription Drugs and Medical Devices	