

# Promoting Prescription Drugs on Social Media

Interactive Workshop Presented by PhillyCooke Consulting and FDAnews

OCT. 19-20, 2016 • AMA EXECUTIVE CONFERENCE CENTER • ARLINGTON, VA

## AGENDA

### Day 1

- 8:00 a.m. – 9:00 a.m.** Registration and Continental Breakfast
- 9:00 a.m. – 10:30 a.m.** FDA Regulation of Prescription Drug Promotion
- This session will provide an overview of the different categories of communications, FDA's authority (or lack thereof!) over them and the relevant regulatory requirements that apply to each type of communication.
- 10:30 a.m. – 10:45 a.m.** Break
- 10:45 a.m. – 11:15 a.m.** Overview of the Issues & State of FDA Guidance
- People use social media as a catchall for everything that's thorny. This session helps you pry apart the different specific concerns, understand the guidance FDA has provided, and make the best decisions for your company moving forward.
- 11:15 a.m. – 12:00 p.m.** FDA's Social Media Guidances: Part 1
- This examination of the requests for unsolicited information and postmarketing filing guidance will identify the key principles for application in the afternoon.
- 12:00 p.m. – 1:00 p.m.** Lunch Break
- 1:00 p.m. – 2:30 p.m.** FDA's Social Media Guidances: Part 2
- This session tackles the space-constrained (Twitter) and correcting misinformation guidances and also discusses setting up proper internal procedures to ensure compliance.
- 2:30 p.m. – 2:45 p.m.** Break
- 2:45 p.m. – 4:30 p.m.** Google Text Ads and YouTube – Platform-Specific Discussions
- The platform-specific sessions includes a hands-on deep dive into the workings of the most prominent platforms and their current functionality. For each platform, you will receive:
- A functionality review
  - An industry landscape showing what your competitors are doing
  - Review of different approaches
  - Identification of best practices
- 4:30 p.m.** Day One Wrap-up

## Day 2

**8:00 a.m. – 9:00 a.m.** Continental Breakfast

**9:00 a.m. – 10:30 a.m.** Twitter and Facebook – Platform-Specific Discussions

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- A functionality review
- An industry landscape showing what your competitors are doing
- Review of different approaches

**10:30 a.m. – 10:45 a.m.** Break

**10:45 a.m. – 12:00 p.m.** Social Media Concept Exercise

Teams will evaluate various social media initiatives and determine how to participate in the activities while ensuring compliance with FDA regulatory requirements.

**12:00 p.m.** Adjournment