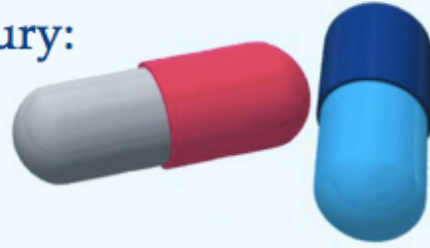


2016
Founders
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AMERICAN UNIVERSITY
WASHINGTON
COLLEGE OF LAW

**Drug Promotion in the 21st Century:
Off-label Marketing and
First Amendment Concerns**



*Presented by the Health Law & Justice Society and the Health Law & Policy
Brief*

March 31, 2016

10:00 am – 12:30 pm

**American University Washington College of Law
4300 Nebraska Avenue, NW, Washington, DC – Room NT01
*Lunch will be served.***

Although the Food and Drug Administration (FDA) approves drugs for specific medical purposes, many treatments approved for one use are also effective for other diseases and conditions. The FDA has traditionally prohibited the promotion of medical products for uses other than those approved by the agency and reflected in the labeling. This restriction, however, has recently been weakened by successful legal challenges based on the First Amendment guarantee of freedom of speech. This event will provide an overview of these issues and assess recent legal developments, including several important cases decided in the past few months. The panelists will also consider the implications of this expanding right to off-label promotion for the FDA, the drug industry, and medical practice.

Panelists

Allison Zieve J.D., *Director, Public Citizen Litigation Group*

Richard Samp J.D., *Chief Counsel, Washington Legal Foundation*

Adriane Fugh-Berman M.D., *Associate Professor and Director of PharmedOut,
Georgetown University Medical Center*

Jeff Francer M.P.P., J.D., *Vice President and Senior Counsel, Pharmaceutical Research
and Manufacturers of America (PhRMA)*

Moderator: Lewis A. Grossman J.D., Ph.D., *Professor of Law at American
University's Washington College of Law*

Registration is free but required – please go to www.wcl.american.edu/secle/registration.

1.5 CLE credits will be applied for: CLE registration is \$55

For questions, email Payal Mehta, pm0209a@student.american.edu