

AGENDA September 22, 2003

9:00 a.m.	Tom Abrams, RPh Janet Woodcock, MD	Welcome and FDA Opening Remarks
9:45 a.m.	Kathryn Aikin, PhD <i>Consumer Prescription Drug Advertising on the Physician- Patient Relationship</i>	<i>The Impact of Direct-to-</i>
Questions		
10:15-10:30 a.m. BREAK		
10:30 a.m.	NATIONAL SURVEYS: Sharon Allison-Otley, MD Coshar Medical, Inc	<i>DTC and the AA Physician & Patient</i>
	Linda Golodner National Consumers League	<i>Effectiveness of & Attitudes Toward Medication Advertising</i>
	Carol Rothkopf Time Inc.	<i>The DTC Information Process</i>
	Edwin Slaughter Rodale, Inc. 1997-2002	<i>Consumer Reaction to DTC Advertising of Rx Medicines</i>
	Joel S. Weissman, PhD Massachusetts General Hospital Institute for Health	<i>Consumer & Physician Reports on the Health Effects of DTCA</i>
Questions for Speakers		
12: 15-1:30 p.m. LUNCH		

1:30 p.m.

EFFECTS OF DTC ON PRESCRIBING:

Julie M. Donohue
Harvard Medical School
Treatment of Depression

Effects of DTC Advertising of Prescription Drugs on the

Robert Dubois, MD, PhD
Zynx Health Incorporated
Out with the Bathwater

Pharmaceutical Promotion: Perhaps Don't Throw the Baby

Barbara Mintzes
University of British Columbia
Primary care environments

How does DTC Affect Prescribing? A survey in

Petra T. Schultz, PharmD
Mayo Clinic
Consumers & Prescribers

Assessment of Impact of DTC Advertising of Rx Drugs on

Questions for Speakers

3:00-3:15 pm

BREAK

3:15 pm

ADVERTISING EFFECTIVENESS:

Lynn Benzing
Patient Marketing Group, Inc.
Information Needed to Enhance Public Health

The Role of Drug Marketers in Providing Consumer Tools and

Ruth Day
Duke University

Cognitive Accessibility of Rx Drug Information

Angela V. Hausman, PhD
University of Texas

DTC Advertising & Its Impact of Patient Healthcare Behaviors

Henry N. Young, PhD
University of California
Preliminary Study

Does DTC Promote Shared Decision Making? A

Questions for Speakers

5:00 pm

End of Day 1

FDA Panel Members:

Thomas Abrams, RPh, Director, DDMAC, CDER

Kathryn Aikin, PhD, DDMAC, CDER

Glenn Byrd, MBA, Center for Biologics Evaluation & Research

Martine Hartogensis, DVM, Center for Veterinary Medicine

Melissa Moncavage, MPH, DDMAC, CDER

Nancy Ostrove, PhD, FDA Office of Planning

Peter Pitts, FDA Office of External Relations

Robert Temple, MD, Director, Office of Medical Policy, CDER

Daniel Troy, JD, Director, FDA Office of Chief Counsel

Janet Woodcock, MD, Director, Center for Drug Evaluation & Research

Deborah Wolf, CDRH

CBER: Center for Biologics Evaluation and Research

CDER: Center for Drug Evaluation and Research

CDRH: Center for Devices & Radiological Health

CVM: Center for Veterinary Medicine

DDMAC: Division of Drug Marketing, Advertising and Communication

AGENDA, September 23, 2003:

9:00 a.m.	Melissa Moncavage, MPH	Welcome
9:15 a.m.	UTILIZATION AND DEMAND: John E. Calfee American Enterprise Institute	<i>DTC Effect on Statins</i>
	Jon Hallberg, MD University of Minnesota	<i>"I Saw This Ad Last Night..."</i>
	Frank R. Lichtenberg Columbia University	<i>DTC Advertising and Public Health</i>
	Neal Masia Pfizer Inc.	<i>Economic impact of DTC Advertising</i>
Questions for Speakers		
10:45-11:00 a.m. BREAK		
11:00 a.m.	BRIEF SUMMARY: Michael Roberts, RPh MBA Catalina Health Resource	<i>Alternatives to the "Brief Summary"</i>
	Andrew Schirmer	<i>Comparative Advertising, Fair</i>
	McCann Erickson	<i>Balance & Patient-Consumer</i>
	Lisa Schwartz, MD, MS VA Medical Center	<i>Effect of a prescription drug benefit box on the public's assessment of drug efficacy</i>
	Steven Woloshin, MD, MS VA Medical Center	<i>The public's valuation & comprehension of a proposed Prescription drug benefit box</i>

Questions for Speakers

12:30-1:45 p.m. LUNCH

1:45 p.m.

PATIENT/PHYSICIAN INTERACTION – GLOBAL:

Mike Magee
Pfizer inc.

*Physician-Patient Relationship
Patient Empowerment & the
Role of Information*

Dean G. Smith, PhD
University of Michigan

*The Views of Healthcare
Professionals and Consumers
On DTC Promotion of
Rx Drugs in New Zealand*

Clifford Thumma
Pfizer Inc.

*DTC Advertising and
Doctor-Patient Interactions*

Questions for Speakers

2:45-3:00 p.m. BREAK

3:00 p.m.

INTERNET & COMPLIANCE

Alan Goldhammer, PhD
Pharm. Research &
Manufacturers of America

*The Internet & Useful Patient
Information*

Gay Kassan
Parade Magazine

*Compliance, Caregivers, and
The Consumer*

William J. Vigilante, Jr., PhD
Robson Lapina

*DTC Advertising of Rx
Medications on the WWW:
Assessing the Communication
Of Risks & Benefits*

Questions for Speakers

4:15 p.m.

Robert Temple, MD

Closing Remarks

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Glenn Byrd, MBA, CBER

Jesse Goodman, MD, Director, CBER

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