

Advertising & Promotion for Medical Products Conference

Promotional Challenges and Considerations for Rare Disease Treatments

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Event Sponsor: Food and Drug Law Institute

According to FDA statistics, over 7,000 rare diseases affect more than 30 million people in the US. The collective number of diseases is large, but the number of patients affected by each disease is small, resulting in smaller clinical datasets. Panelists will explore the role of advertising and promotion in reaching and engaging with rare disease patient advocacy groups, including ultra-rare diseases, and implementing disease awareness campaigns without explicitly promoting specific drugs.

Speaker:

- Dominick DiSabatino, Partner, Sheppard Mullin

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Attorneys

Dominick P. DiSabatino

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