

Introduction to Advertising and Promotion for Medical Products

Core Fundamentals

10.16.2024 | 12:10-1:00 PM

Event Sponsor: Food & Drug Law Institute

This introductory course provides a foundation for understanding topics that will be covered at an intermediate to advanced level during the Advertising and Promotion for Medical Products Conference. You will learn about the roles of federal agencies and non-governmental organizations in regulating promotional material, the scope of what is deemed promotional, scientific exchange and compliant information dissemination, digital advertising, and a practical example to illustrate lessons learned.

Partner Dominick DiSabatino will be presenting on the panel "Core Fundamentals" on October 16 from 12:10-1:00 PM.

Topics Covered:

- Key Definitions for Legal, Regulatory, and Marketing Professionals
- Claim Types and the Five Elements of Drug Promotion
- Intent and Why It Matters
- Preparing Submissions

[Click here to register.](#)

Attorneys

Dominick P. DiSabatino

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