Navigating the FDA Communications Guidances: Best Practices for Pharmaceutical Sales and Marketing Communications with Physicians

Wednesday, October 4, 2017
12:00 – 1:00 p.m. CDT

Dear IADC Member:

Please join us for a complimentary Webinar (Web-based seminar produced through Adobe Connect) sponsored by the IADC Drug, Device and Biotechnology Committee and Product Liability Committee on Wednesday, October 4, 2017 for one (1) hour beginning at:

10:00 AM PDT / 11:00 AM MDT / 12:00 PM Noon CDT / 1:00 PM EDT

HOW TO REGISTER:

ONLINE REGISTRATION! Although there is no fee to attend, you must register so that the IADC can plan accordingly for the number of interested participants. **Click here to register online. You must be logged in with your IADC username and password in order to register. If you are registering multiple participants from the same firm, please register each participant individually.**

We hope that you will join us for this exciting and informative program. If you have any questions, please contact **Melisa Maisel Vanis, Professional Development Manager**, at mmaisel@iadclaw.org or by telephone at 312.368.1494.

THE PRESENTATION:

Navigating the FDA Communications Guidances: Best Practices for Pharmaceutical Sales and Marketing Communications with Physicians

This Webinar will focus on how pharmaceutical, biologic, and medical device companies, including sales and marketing professionals and detail representatives, communicate about their products. In 2017, the FDA published draft guidances and rules on the First Amendment and "intended use," which is the basis for determining whether a product is regulated by the FDA. As sales and marketing witnesses are thrown to the forefront of products liability litigation, their communications with physicians often become the subject of depositions and trial testimony. This Webinar explores acceptable communications, FDA rules, risk assessment, First Amendment implications, and how to prepare for deposition and trial.

THE PRESENTERS:

Michael C. Zogby (michael.zogby@dbr.com)
Drinker Biddle & Reath LLP, Florham Park, NJ

Michael C. Zogby is a partner in the Products Liability & Mass Tort department at Drinker Biddle & Reath LLP, and he is co-lead of the firm's Pharma and Life Sciences Industry Group. His products liability trial practice includes the defense of major pharmaceutical and medical device companies in products liability, negligence, failure to warn, strict liability design and manufacturing defect, and wrongful death actions that involve prescription medications and orthopaedic implants before state and federal courts and in mass tort, class action, and multidistrict proceedings. He has been appointed liaison counsel, discovery counsel, and trial counsel in pharmaceutical, medical device, and mass tort litigations throughout the United States. Mr. Zogby's commercial litigation trial and appellate experience includes representing pharmaceutical companies in patent infringement, Robinson-Patman Act, false marking, intellectual property, and antitrust actions, as well as defending large law and accounting firms in professional liability actions, defending hospitals and health care organizations in tortious interference, unfair competition, civil conspiracy, and ERISA matters, and representing a variety of other corporate clients in commercial, employment, insurance coverage and real estate litigation matters. He is a faculty member at the National Trial Advocacy College at the University of Virginia School of Law, and a Trustee of the Trial Attorneys of New Jersey. Mr. Zogby is an elected member of the International Association of Defense Counsel and the Trial Attorneys of America. He is co-chair of the Pharmaceutical and Medical Device Subcommittee of the ABA's Mass Torts Litigation Committee, he is a Master in the William J. Brennan, Jr.-Arthur Vanderbilt Inn of Court, and he is an active member of the Sedona Conference. Mr. Zogby received his J.D. from the William & Mary School of Law, where he was editor-in-chief of the William and Mary Environmental Law and Policy Review.

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Drinker Biddle & Reath LLP, Philadelphia, PA

Chanda A. Miller is an associate in the Products Liability & Mass Tort department at Drinker Biddle & Reath LLP. Chanda specializes in products liability, antitrust, and appellate litigation. She defends major pharmaceutical and medical device companies in multidistrict litigation, coordinated state proceedings, and individual cases involving claims of personal injury, price-fixing claims, alleged false claims act violations, and consumer protection claims. Her appellate experience includes work on successful appeals in state and federal courts across the country. Chanda is a graduate of Temple University Beasley School of Law, where she was editor-in-chief of *Temple Law Review*. Prior to joining Drinker Biddle, Chanda completed a one-year clerkship with the Honorable William H. Yohn Jr. (Ret.) in the Eastern District of Pennsylvania.

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