

## What Questions Are You Asking Yourself About the Advertising and Promotion Field?

How will new policy and enforcement updates from FDA impact me and my company?

How can we compliantly implement the finalized FDA Consistency with Labeling Guidance into external communications and promotional activities?

What new guidances, letters, and issues regarding ad promo are coming down the pipeline from FDA?

What regulatory contributions to the Medical Review Committee enable and enhance successful medical content reviews?

What are the implications of the FDA Guidance on Communication with Payers, Formulary Committees, and Similar Entities on company standards and processes?

How can digital support multi-channel and traditional marketing campaigns?

Have these questions answered and more at DIA's Advertising and Promotion Regulatory Affairs Conference!

**GET MY ANSWERS!**