



How can Advertising and Promotion Professionals Incorporate FDA's Patient-Focused Drug Development (PFDD) Guidances in Marketing Strategy for Medical Products?

DIA's Advertising and Promotion Regulatory Affairs Conference will have the answers.

Guidance 1: Collecting Comprehensive and Representative Input

Discusses sampling methods that could be used when planning to collect patient input and development of sampling strategy

Guidance 2: Methods to Identify What is Important to Patients

Discusses methods for eliciting information from identified individuals and best practices in qualitative research



Guidance 3: Selecting, Developing, or Modifying Fit-for-Purpose Clinical Outcomes Assessments

Addresses refining the list of important impacts and concepts from patients to develop potential study instruments

Guidance 4: Incorporating Clinical Outcome Assessments into Endpoints for Regulatory Decision-Making

Addresses methodologies, standards, and technologies that may be used for the collection, capture, storage, and analysis of clinical outcome assessment data

These guidances are part of FDA's PFDD efforts in accordance with the 21st Century Cures Act and The Food and Drug Administration Reauthorization Act of 2017 Title 1. [\[Source\]](#)



Learn more at DIA's *Advertising and Promotion Regulatory Affairs Conference!*

Sessions not to miss:

- **Keynote Address:** The Patient Voice: Message and Impact on Healthcare
- Engaging with Patients to Diversify Compliant Promotional Activities

EXPLORE FURTHER