

DIA Advertising and Promotion Regulatory Affairs Conference

North Bethesda, MD | Conference: February 23-24, 2026

PROGRAM COMMITTEE CO-CHAIRS

Micheline Awad, MBA
Sr. Director, Regulatory Advertising, Promotion, and Labeling
Day One
Biopharmaceuticals

Nicol George, PharmD, RPH
Vice President US Regulatory Affairs
Galderma

PROGRAM COMMITTEE

Alyson Andrikanich, PharmD
Senior Director, Advertising and Promotion, Regulatory Affairs Americas
Bayer

Darshan Kulkarni, PharmD, MS, JD
Principal Attorney
The Kulkarni Law Firm

Lynn Bowen, PhD
Vice President, Regulatory Affairs Advertising Promotion & Labeling
Alkermes

Twyla Mosey, PharmD, RPh
Division Director
FDA

Virginia Foley
Founder, CEO
Compliance Forward

Heta Zaveri, PharmD, MBA
Regulatory AdPromo Practice Leader
Opus Regulatory Inc

Anthony Genovese, PharmD
Group Leader, Regulatory Advertising and Promotion
Johnson & Johnson

PROGRAM ADVISOR

Georgina Lee, PharmD
Executive Director, Global Regulatory Labeling, Advertising and Promotion
Disc Medicine

Overview

This conference explores the evolving regulatory landscape for advertising and promotion of biopharmaceuticals and medical devices, with a focus on innovation, compliance, and patient-centric communication. Attendees will explore cutting-edge topics such as the application of artificial intelligence in promotional review, the distinction between scientific communication and promotion, and strategies for engaging diverse patient populations.

Amid increased regulatory attention and new cross-agency initiatives focused on advertising and promotion, attendees will gain timely insights into how evolving policies are shaping compliance expectations across traditional, digital, and AI-driven channels.

Session will address cutting-edge topics such as the application of artificial intelligence in promotional review, the practical application of the new Scientific Information on Unapproved Uses (SIUU) guidance, the integration of patient-reported outcomes (PROs) in labeling and communications consistent with labeling (CFL), and emerging trends in digital and social media promotion.

Designed for professionals at all career stages, this conference offers a comprehensive understanding of current FDA policies, emerging trends in digital marketing and disease awareness campaigns, and practical tools for optimizing promotional review processes. Network with experts from the FDA, industry, and regulatory agencies to tackle the challenges and opportunities in today's fast-evolving advertising and promotion environment.

We would like to thank our promotional partner



Who Should Attend

Conference Designed For:

- Regulatory Affairs
- Communications
- Compliance
- Legal
- Marketing
- Medical Information and Affairs
- Patient Engagement

Schedule At-A-Glance

DAY ONE MONDAY, FEBRUARY 23		ROOM
7:15AM-5:25PM	Meeting Registration	Registration Desk, Lower Level
7:15-8:00AM	Networking Breakfast	White Oak
8:00-8:15AM	Welcome and Opening Remarks	Brookside Ballroom
8:15-9:00AM	Session 1: Inside NAD: Perspectives from a Self-Regulatory Program on Promotion, Compliance, and Consumer Protection	Brookside Ballroom
9:05-10:05AM	Session 2: Navigating Advertising and Promotion: Multi-Center Updates from FDA	Brookside Ballroom
10:05-10:50AM	Refreshments, Exhibits, and Networking Break	White Oak
10:10-10:40AM	Sponsored Session/Non-CE: Case Study Spotlight hosted by Vodori & QuidelOrtho: Building the Foundation for Innovation: How QuidelOrtho Modernized its MLR Process and Achieved a Review Duration of 6.7 Days	Strathmore
10:50-12:05PM	Session 3: DTC Promotion at a Crossroads: The Evolving Landscape of Regulatory and Legal Policy	Brookside Ballroom
12:05-1:05PM	Luncheon, Exhibits, and Networking Break	White Oak
1:05-2:20PM	Session 4: Innovation Meets Oversight: AI's Role in Content Creation and Promotional Review	Brookside Ballroom
2:20-3:05PM	Refreshments, Exhibits, and Networking Break	White Oak
3:05-4:20PM	Session 5: Emerging Trends for Leveraging Patient Reported Outcomes (PROs) Inclusion in Labeling and CFL Communications	Brookside Ballroom
4:30-5:30PM	Session 6: SIUU Who? Best Practices and Limitations	Brookside Ballroom
5:30PM-6:30PM	Networking Reception	White Oak
DAY TWO TUESDAY, FEBRUARY 24		ROOM
7:30AM-3:25PM	Meeting Registration	Registration Desk, Lower Level
7:30AM-8:15AM	Networking Breakfast	White Oak
8:15AM-8:30AM	Update from Ad Promo Working Group	Brookside Ballroom
8:30AM-9:30AM	Session 7: Mastering the Art of Promotional Review Committees: Strategies for Success	Brookside Ballroom
9:30AM-10:15AM	Refreshments, Exhibits, and Networking Break	White Oak
10:15AM-11:30AM	Session 8: Navigating Market Access and Payor Engagement Strategies: HCEI and PIE, Oh My!	Brookside Ballroom

11:30AM-12:30PM	Luncheon, Exhibits, and Networking Break	White Oak
12:30PM-1:45PM	Session 9: Making an Impact, Compliantly, with Digital and Social Media Promotions	Brookside Ballroom
1:55PM-3:10PM	Session 10: Telemedicine, Intended Use, and the Art of Staying Compliant	Brookside Ballroom
3:10PM-3:25PM	Closing Remarks	Brookside Ballroom
3:25PM	Conference Adjourns	

Learning Objectives

At the conclusion of this conference, participants should be able to:

- Identify cross-agency regulatory and enforcement trends that shape promotional practices
- Discuss updated FDA/OPDP expectations and recent policy developments into promotional review and decision-making
- Assess the opportunities and risks of AI, digital platforms, and new communication channels in advertising and promotion
- Apply compliant approaches to PROs, SIUU, HCEI/RWE/PIE, and other complex communication areas
- Describe ways to enhance PRC performance and cross-functional alignment to drive efficient, compliant, and innovative promotional strategies

Continuing Education Credits

DIA is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education with Commendation. This program is designated for up to 12 contact hours or 1.2 continuing education units (CEU's). Type of Activity: Knowledge

ACPE Credit Requests MUST BE SUBMITTED by Thursday, April 9, 2026.

DIA is required by the Accreditation Council for Pharmacy Education (ACPE) to report pharmacy-requested CEUs through the CPE Monitor system. All ACPE-certified activity credit requests need to be submitted through DIA's My Transcript **within 45-days post activity**. If ACPE credit is not requested by **Thursday, April 9, 2026**, the CEU request will not be transmitted through to the CPE Monitor. Pharmacists will need to provide their National Association of Boards of Pharmacy (NABP) e-Profile ID and date of birth (MMDD) to ensure the data is submitted to the ACPE and NABP properly. If you need to obtain your NABP e-Profile, please visit www.cpemonitor.net.

Statement of Credit

If you would like to receive a statement of credit for the days you attend the conference, you must attend one or both days of the conference, (in their entirety), sign in at the DIA registration desk each day, upon arrival, and request CE credit online through My Transcript (see instructions below). Participants will be able to download a statement of credit upon successful submission of the credit request. My Transcript will be available for credit requests beginning **Tuesday, March 10, 2026**.

If you are claiming CE credit for this event you must:

1. Attend one or both days of the conference, (in their entirety)
2. Sign in at the DIA registration desk each day, upon arrival
3. Access your DIA account and select My Transcript to claim your ACPE credit, available on **Tuesday, March 10, 2026**
4. **ACPE credit must be submitted by Thursday, April 9, 2026**

Continuing Education Credit Allocation

February 23, 2026 Advertising and Promotion Regulatory Affairs Conference – Day 1: 6.75 contact hours or .675 CEUs, UAN: 0286-0000-26-009-L04-P Type of Activity: Knowledge

February 24, 2026 Advertising and Promotion Regulatory Affairs Conference – Day 2: 5.25 contact hours or .525 CEUs, UAN: 0286-0000-26-010-L04-P Type of Activity: Knowledge

Please Note: DIA User ID and Password are needed to access presentations. If you have forgotten your DIA User ID and Password, or this is your first time logging into the DIA website, please use our Login Reminder. **Presentations will be available for six months post conference.*

TO ACCESS MY TRANSCRIPT:

- Visit DIAglobal.org
- **Sign In** with your DIA User ID and Password
- Select the **Welcome Menu** in the upper right hand corner (where your name appears)
- Select **My Account** from the menu
- Select **My Transcripts** then **Manage My Transcripts**

ACCESS PRESENTATIONS:

- Visit DIAglobal.org
- **Sign In** with your DIA User ID and Password
- Select the **Welcome Menu** in the upper right hand corner (where your name appears)
- Select **My Account** from the menu
- Choose **My Presentation**

DIA Disclosure Policy

It is DIA policy that anyone in a position to control the content of a continuing education activity must disclose to the program audience (1) any relevant financial relationships related to the content of their presentation and/or the educational activity, and (2) discussions of unlabeled or unapproved uses of drugs or medical devices. Disclosures will be included in the handout materials.

This educational activity may include references to the use of products for indications not approved by the FDA. Opinions expressed with regard to unapproved uses of products are solely those of the faculty and are not endorsed by the DIA or any of the manufacturers of products mentioned herein. Faculty for this educational activity was asked to disclose any discussion of unlabeled or unapproved uses of drugs or medical devices.

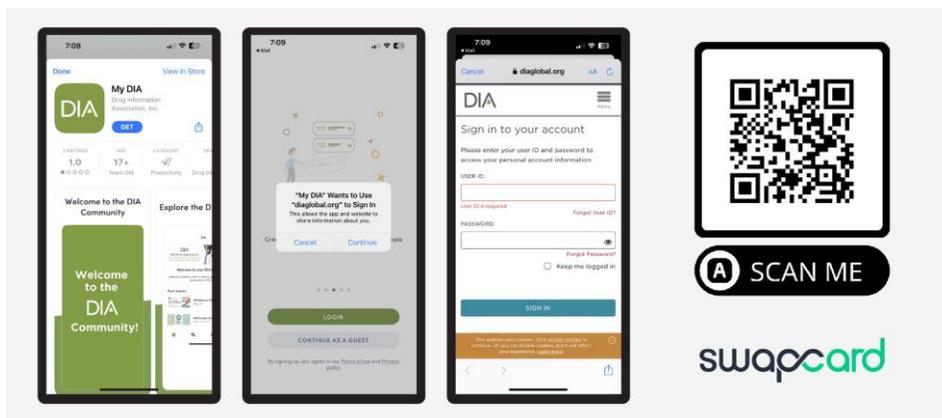
Disclosure statements are included with each speaker's biographical sketch.

Planning Committee

DIA staff members have no relevant financial relationships to disclose.

Want to view the detailed agenda? Download DIA's Mobile App!

- Agenda at your fingertips
- Network with Attendees, Speakers, Exhibitors
- Ask questions live during sessions through the session chat function



You will be directed to login to our My DIA Account in order to access the mobile app.

Follow the instructions on screen, or please see the registration desk/contact NAEvents@DIAglobal.org if you need additional assistance.

DIA 2026
GLOBAL ANNUAL MEETING

PHILADELPHIA, PA
JUNE 14-18



DIAGlobal.org/DIA2026
Use Code **DIA26THANKS** to **Save 10%**

DIA 2026 is the premier gathering for industry leaders, regulatory authorities, governmental representatives, academia, innovators, and patients. Set against the vibrant backdrop of Philadelphia, PA, DIA 2026 will beckon stakeholders from around the world to converge, collaborate, and catalyze transformative change within the life sciences realm.

At DIA 2026, we will transcend boundaries, inviting diverse voices to the table to address both local and global challenges. From regulatory hurdles to technological innovations, from healthcare disparities to patient-centric solutions, our agenda is comprehensive and forward-thinking.