

Advertising and Promotion Compliance

In the current environment of evolving laws, regulations, and policies governing medical device labeling, advertising, and promotion; ever-expanding types of media platforms available to our clients; and steady government enforcement, Hogan Lovells helps companies understand their regulatory obligations and risks, and balance compliance with business objectives.

Our pragmatic, tailored advice, founded on decades of experience, draws from a thorough understanding of the nuances of relevant laws (FDA and the intersection of FTC and health care compliance regulations), and real-time monitoring and analysis of developments. This allows us to guide companies in all aspects of medical device promotion, including development of robust procedures, review of advertising and promotional materials, wholesale compliance audits, sales force training, and when needed, responding to enforcement actions and implementing corrective actions.

Representative experience

Conduct internal investigations of promotional practices.

Conduct one-off reviews or wholesale audits of promotional materials and activities on traditional and alternative media platforms.

Sit on clients' standing promotional review committees (PRCs).

Conduct salesforce trainings on FDA requirements and

Contacts

Jonathan S. Kahan,
Washington, D.C.

Michael S. Heyl,
Washington, D.C.

Jennifer Agraz Henderson,
Washington, D.C.

Jodi Scott,
Denver

Elisabethann Wright,
Brussels

Practices

Medical Device and
Technology Regulatory

expectations with respect to advertising and promotion.

Work with clients to develop SOPs governing the review and approval of promotional materials.

Latest thinking and events

News

COVID-19: Daily Report for Life Sciences and Health Care Companies II

News

COVID-19: Daily Report for Life Sciences and Health Care Companies

News

In midst of COVID-19, FDA reminds industry that it plays both good and bad cop

News

COVID-19: Daily Report for Life Sciences and Health Care Companies

News

COVID-19: Daily Report for Life Sciences and Health Care Companies (23 - 27 March 2020)

News

COVID-19: Daily Report for Life Sciences and Health Care Companies