

## The Second Annual Future of Prescription Drug Promotion and Digital Marketing Meeting

Virtual Public Meeting

September 24, 2024

1:00-3:45 pm ET

### Agenda

#### Background and Workshop Objective

The digital transformation of legacy marketing channels combined with emerging and novel digital formats continues the evolution of prescription drug advertising. The U.S. Food and Drug Administration (FDA) is responsible for ensuring that promotional communications for prescription drugs, including direct-to-consumer (DTC) and health care provider (HCP)-directed promotional communications, are truthful, balanced, and accurately communicated. To achieve its mission, it is vital for the FDA to understand the evolving digital marketing landscape, including existing and emerging platforms, strategies, and technologies used by marketers to promote prescription drug products.

The Duke-Margolis Institute for Health Policy, under a cooperative agreement with the FDA, is convening a second annual virtual workshop that will explore the state of digital prescription drug promotion, including the marketing technologies and strategies currently available and commonly used by marketers, and insights on the future direction of marketing in this space. The objective of this event is to understand how recent and emerging trends in this space may have bearing on public health. Attendees will hear discussion by a range of experts on new formats and strategies that have emerged since the September 2023 convening as well as expansions on discussions from the prior convening.

**1:00 pm**      **Welcome and Overview** (*5 minutes*)  
Mark McClellan, Duke-Margolis Institute for Health Policy

**1:05 pm**      **FDA Opening Remarks** (*10 minutes*)  
Catherine Gray, U.S. Food and Drug Administration

**1:15 pm**      **Session 1: The Future of Television Marketing: Economic Drivers of Promotion Practices and Impacts on Public Health** (*75 minutes*)  
*Objective:* During this session, panelists will expand upon conversations from the prior convening, including audience metrics, with a focus on the economics of television advertising. Panelists will discuss how ad pricing on linear versus streaming TV impacts decision making around promotional content and what anticipated trends may mean for public health. Topics of discussion will include recent developments in advertising formats, such as streaming pause screen ads and ad blocks at the start of programming versus in-program ads, and the availability of data for targeting.

*Moderator:* Nancy Allen LaPointe, Duke-Margolis Institute for Health Policy

*Presentation:* Marianne Barrett, Arizona State University

*Panel:*

- Janelle Applequist, University of South Florida
- Marianne Barrett, Arizona State University
- Katie Graham, McKoy Consulting
- Paul Hardart, New York University

**2:30 pm**      **Break (10 minutes)**

**2:40 pm**      **Session 2: Endorsements and Disclosures in Digital Formats (60 minutes)**

*Objective:* Panelists will evaluate disclosure practices in prescription drug advertisements on digital formats, with a focus on how consumers perceptions of disclosures may vary when viewing prescription drug promotional content on short form compared with long form video. Discussion will cover how viewers perceive and understand endorsements and how the contents, duration, and presentation of disclosures may impact perceptions of promotional content. Panelists will explore consumer perception of trust and objectivity relative to the length and amount of disclosures.

*Moderator:* Victoria Gemme, Duke-Margolis Institute for Health Policy

*Presentation:* Raqiyyah Pippins, Arnold & Porter

*Panel:*

- Sneha Dave, Generation Patient
- Nathaniel Evans, University of Georgia
- Adam Goodcoff, MedFluencers
- Tong Guo, Duke University
- Raqiyyah Pippins, Arnold & Porter

**3:40 pm**      **Closing Remarks and Adjournment (5 minutes)**

Victoria Gemme, Duke-Margolis Institute for Health Policy

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