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

Virtual Public Meeting
September 24, 2024
1:00-3:45 pm ET

Speaker Biographies

Nancy Allen LaPointe is Adjunct Associate Professor in Medicine and Faculty Fellow at the Duke-Margolis Institute for Health Policy at Duke University. She is a researcher and cardiovascular clinical pharmacist with extensive experience in health outcomes and health services research, evidence synthesis, medication management, and the protection of human research subjects. Her clinical and research work has been focused on patient safety, predominately in patients with cardiovascular disease. This includes work in reducing medication errors, improving medication adherence, safely and effectively translating evidence into clinical practice, comparing safety and effectiveness of therapeutics, evaluating risk communication and mitigation strategies, and exploring the interface between health policy and patient safety.

Janelle Applequist (Ph.D/M.A. Penn State University) is an associate professor of advertising and public relations in the Zimmerman School of Advertising & Mass Communications at the University of South Florida. She serves as Director of Internships and Concentration Head for the Integrated Public Relations and Advertising major and Associate Director for the Center for Sustainable Democracy in the College of Arts and Sciences.
Her research uses mixed-methods approaches in advertising and health communication, primarily focused on the pharmaceutical industry's use of coordinated message design, to investigate how media (in varied forms) can be used to educate, increase awareness, or divide stakeholder populations.
Dr. Applequist also has research expertise and practical knowledge of governmental agency guidelines and policies, having served on the Food and Drug Administration's (FDA) Patient Engagement and Advisory Committee since 2019, where she provides her research expertise on the following topics: agency guidance and policies, clinical trial design, device labeling, and patient reported outcomes related to mass communications.

Dr. Applequist is the author of Broadcast pharmaceutical advertising in the United States: Primetime pill pushers and co-author of CTE, media, and the NFL: Framing a public health crisis as a football epidemic (2016 and 2019, Lexington Books).

She has received fellowships from the American Academy of Advertising and the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication, with her expertise solicited by national media outlets such as The New York Times and Bloomberg News.

Applequist's expertise in the pharmaceutical advertising industry is focused on the development of normative frameworks for supporting patient education. Her research explores the content of pharmaceutical advertisements, legal compliance with Food and Drug Administration (FDA) requirements surrounding fair balance, and consumer processing of narrative versus expository content as intermingled throughout the ads. More broadly, Dr. Applequist has also been able to successfully navigate the intersectionality of applying mass communications principles with physician-centric stakeholder adoption of innovative policy-based health infrastructure changes with an emphasis on best practices for clinical trial communications. Most recently, she led the research phases for the message design, testing, and dissemination for the recruitment of six international clinical trials for patients with rare diseases. She has been published in Annals of Family Medicine, Journal of the American Pharmacists Association, Journal of Medical Internet Research, BMC Medical Research Methodology, Journal of Health Communication, Qualitative Health Research, Journal of Interactive Advertising, and others. Dr. Applequist has been fortunate to bridge her research with policy, presenting her research to the FDA on multiple occasions.

Marianne Barrett currently is an associate professor emerita at Arizona State University's Walter Cronkite School of Journalism and Mass Communication. Prior to retiring in 2023, Barrett was the Louise Solheim Professor of Journalism and taught a variety of undergraduate and graduate courses. She continues to conduct research on television audience behavior and serves on the editorial boards of the International Journal of Media Management and Journalism Educator. She was the Cronkite School's senior associate dean from 2011 to 2017 and associate dean from 2005-2011.

Barrett received her doctorate in mass media from Michigan State University and her Master of Professional Studies in media administration from Syracuse University.
Her work has appeared in A Research Agenda for Media Economics, The Journal of Media Economics, Communication Law and Policy, The Journal of Broadcasting & Electronic Media, Journalism and Mass Communication Quarterly, and The Broadcast Cable Financial Management Journal.

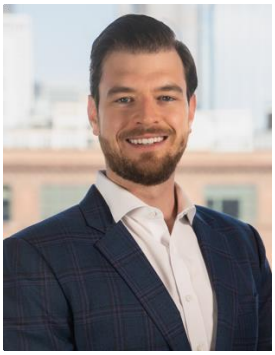
Sneha Dave is the executive director at Generation Patient, a nonprofit driving meaningful change for the future of young adults with chronic and rare conditions through direct support and systems change. Under her leadership, Generation Patient has grown its areas of peer support as an intervention in the care of young adult patients, having led nearly 600 peer support meetings and serving as the youngest principal investigator on an award through the Patient-Centered Outcomes Research Institute. She has also led Generation Patient's three health policy areas of focus, including reforming the patent system, clinical trial diversity, and increasing oversight of pharmaceutical advertisements on social media. Generation Patient has secured support from major foundations such as the Commonwealth Fund, Arnold Ventures, Disability Inclusion Fund, and others to ensure the young adult patient's voice is positioned to drive change. Sneha has spoken at the White House, Aspen Ideas Health, and Capitol Hill, featured nationally on C-SPAN, and is a past contributor for U.S. News and World Report. She is part of the Comparative Effectiveness Public Advisory Council, an independent appraisal committee of the Institute for Clinical and Economic Review. She also serves on various advisory boards, including a panel for the British Medical Journal, a grantmaking committee with the Robert Wood Johnson Foundation, and part of the Yale Collaboration Regulatory Rigor, Integrity, and Transparency

advisory board. Sneha was awarded two academic fellowships with the Association of Health Care Journalists. For her work, she was recognized as an American Association of People with Disabilities Emerging Leader in 2020. Sneha graduated from Indiana University in May 2020, majoring in chronic illness advocacy and journalism.

Nathaniel Evans (Ph.D. University of Tennessee) is an Associate Professor of Advertising in the Department of Advertising and Public Relations at University of Georgia. His research framework can be applied to regulatory and policy related topics in advertising, marketing, communication and health and appears in multiple outlets including but not limited to the Journal of Advertising, International Journal of Advertising, Journal of Interactive Marketing, Journal of Interactive Advertising, Journal of Current Issues and Research in Advertising, Health Affairs, and Vaccine. Dr. Evans serves on the ERB boards for the International Journal of Advertising, Journal of Advertising Research, Journal of Interactive Advertising, and is an associate editor at the Journal of Advertising.

Victoria Gemme is an Assistant Research Director for the Biomedical Innovation team at the Duke-Margolis Institute for Health Policy. She works with the medical products development and regulations team, specifically leading the Institute's FDA PDUFA cooperative agreement work. Over her time at Duke-Margolis, Victoria has worked on projects spanning a range of topics including rare disease drug development, prescription drug promotion regulation, development and regulation of psychedelics for therapeutic use, hepatitis C elimination, and value-based payment approaches for medical products among other topics.

Prior to joining Duke-Margolis, Victoria was a senior specialist at the Cystic Fibrosis Foundation, where she oversaw a wide-ranging policy portfolio covering basic science research, drug development, antimicrobial resistance, and organ transplant among other topics. Victoria graduated from Vassar College with a bachelor's degree in neuroscience, from Suffolk University with a master's in ethics and public policy, and from Quantic School of Business and Technology with a master's in business administration.



Adam Goodcoff is an emergency medicine physician, healthcare educator and the CEO of MedFluencers, the first and largest healthcare provider influencer marketing agency. Dr. Goodcoff has amassed over 800 Million views across social media with over 2 Million followers on various platforms.

Rising to popularity during the 2019 pandemic with limited in-person connections, he has become a respected healthcare content creator and has been featured in the Beckers Hospital Review Top 8 doctors to follow on social media in addition to being named Medical Marketing and Media's Top 10 Doctors on social media and most selected as MM+M's 2024 40 Under 40. He is passionate about helping healthcare creators to find and perfect their message on social media while connecting industry leaders to influencers in compliant campaigns to help communicate the latest exciting technologies and services in healthcare.

In 2022 Dr. Goodcoff was invited by the White House as a participant in the Clinical Leaders in Social Media roundtable at the Office of Public Engagement. He has since been invited to events with both the President and Vice President of the United States. Dr. Goodcoff is the former Digital Director at the Association for Healthcare Social Media and is well-published on the utility of social media in healthcare.

Katie Graham has over 25 years of experience within or around academia and the pharmaceutical industry. Dr. Graham's academic involvement includes experience ranging from Invited Lecturer to Assistant Professor. Her participation in the pharmaceutical industry spans both Medical Affairs and Regulatory Affairs. Her Medical Affairs experience included roles focusing on tactical development to global strategic considerations. Dr. Graham's Regulatory Affairs experience is based within Promotional Regulatory where she has worked in-house and as a consultant for multiple organizations in positions ranging from reviewer to Senior Director. She is currently Managing Director of McKoy Consulting and lectures on promotional regulatory considerations at multiple Schools of Pharmacy.

Catherine Gray leads the Office of Prescription Drug Promotion (OPDP) in the Office of Medical Policy (OMP) at the FDA. Her diverse team of professionals focuses on the challenging and evolving policy and operational issues pertaining to prescription drug promotion. She oversees policy development, social science research, regulatory counseling, compliance activities, labeling development, stakeholder engagement, and operational support to the office as it realizes its mission to protect the public health. She previously worked in clinical pharmacy and the pharmaceutical industry. Dr. Gray's education includes a B.S. from the University of Notre Dame, a Doctor of Pharmacy from Campbell University, and fellowships through Rutgers University and the Partnership for Public Service.

Tong Guo is an Associate Professor of Marketing at Duke University's Fuqua School of Business and at the Department of Economics (by courtesy). Her research focuses on the causal role of information in marketing, with particular attention to healthcare, new technology, and consumer protection. She has examined the effects of mandated disclosure of financial ties between physicians and pharmaceutical companies, finding reductions in relevant prescriptions and shifts in subsequent marketing relationships. Her other work explores topics such as consumer responses to misinformation, the impact of news on new product adoption, and the effects of marijuana legalization on opioid prescriptions. She serves on the Editorial Board of Marketing Science.

Tong Guo is a recipient of the MSI Young Scholar. She was also a faculty fellow at 2022 AMA Sheth Foundation Doctoral Consortium, 2022 ISMS Early Career Scholars Camp Fellow, the finalist of the 2018 UM ProQuest Distinguished Dissertation Awards, and the 2017 AMA Sheth Foundation Doctoral Consortium Fellow.

Paul Hardart is a Clinical Professor of Marketing at NYU Stern School of Business, where he directs the Entertainment, Media, and Technology Program and serves as the Academic Director of The Berkley Center for Entrepreneurship. He co-chairs the joint MFA/MBA and BS/BFA programs between NYU's Tisch School of the Arts and Stern School of Business.

Before joining NYU Stern, he established the Graduate Program in Media Management at The New School. He has also lectured at various institutions, including UCLA, The American Film Institute, Columbia University, Emory University, Johns Hopkins University, Temple University, UC San Diego, the Turkish Consulate, the Tribeca Film Festival, and Harvard Business School.

His professional experience includes leading strategic planning for Universal Pictures, where he was involved in business development, acquisitions, and long-term strategy. He founded and managed Universal Focus, Universal Pictures' independent film division, overseeing the release of films such as Being John Malkovich, Pitch Black, Nurse Betty, and Billy Elliot. Additionally, he was involved in the restoration and re-release of Alfred Hitchcock's Rear Window and the re-edit of Orson Welles's Touch of Evil. Other roles included senior strategic positions at Warner Brothers and Turner Broadcasting, with early career experience at ABC Sports, CNBC, and The Newark Star-Ledger.

As a film producer, he has worked on several critically acclaimed projects, including Mary and Max, Annie Leibovitz: Life Through a Lens, and Before the Rains.

His opinion pieces have been published in Bloomberg News, The Washington Post, The Seattle Times, and The New York Daily News. He is frequently cited and interviewed on the topic of media and technology by major news outlets, including: The Wall Street Journal, The New York Times, The Los Angeles Times, The Washington Post, Wired, The Atlantic, Marketplace, CNN, NPR, The Guardian, Forbes, Inc Magazine, ABC-News, Bloomberg News, Fast Company, Business Insider, Morning Brew, Institutional Investor, Reuters, Yahoo News, NBC News , The BBC and many others.

He holds a B.A. in English from the College of the Holy Cross and an MBA from the J.L. Kellogg School of Management at Northwestern University.

Mark McClellan is Director and Robert J. Margolis, M.D., Professor of Business, Medicine and Policy at the Duke-Margolis Institute for Health Policy at Duke University. He is a physician-economist who focuses on quality and value in health care, including payment reform, real-world evidence and more effective drug and device innovation. At the center of the nation's efforts to combat the COVID-19 pandemic, the author of COVID-19 response roadmap, and co-author of a comprehensive set health policy strategies for COVID vaccines, testing, and treatments, Dr. McClellan and his Duke-Margolis colleagues are now focused on health policy strategies and solutions to advance the resilience and interconnectedness of 21st Century public health and health care. Mark is a former administrator of the Centers for Medicare & Medicaid Services and former commissioner of the

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U.S. Food and Drug Administration, where he developed and implemented major reforms in health policy. Dr. McClellan is an independent board member on the boards of Johnson & Johnson, Cigna, Alignment Healthcare, and Prognom IQ; co-chairs the Guiding Committee for the Health Care Payment Learning and Action Network; and serves as an advisor for Arsenal Capital Group, Blackstone Life Sciences.

Raqiyyah Pippins co-leads the firm's Consumer Products Practice Group and the Consumer Products & Retail Industry Team. She has extensive experience representing companies that are engaged in the development, marketing, import, and export of consumer products, including FDA-regulated consumer products, apparel, appliances, and devices. Raqiyyah focuses her practice in the areas of FDA's regulation of food, dietary supplement, cosmetic, drug and medical-device products sold directly to consumers as well as FTC and state regulation of the marketing and sale of consumer products. She collaboratively partners with litigation teams to defend clients against consumer litigation demands alleging unfair and deceptive advertising practices. She also routinely represents consumer product companies in advertising challenges before the National Advertising Division (NAD) of the Better Business Bureau National Programs and defends companies in investigations conducted by the FDA, FTC, and state agencies regarding product marketing practices.

Raqiyyah has particular experience assisting companies develop promotional strategies that account for the federal and state regulations governing direct-to-consumer product promotion. Her experience includes advising consumer product companies on relevant federal and state laws and regulations governing health-related, performance, and sourcing claims (e.g., natural, organic, and green claims) for apparel, conventional food, dietary supplements, cosmetics, and devices; assisting FDA-regulated companies with product development, monograph compliance, and Rx-to-OTC switches; and counseling companies regarding the development of clinical and sensory studies intended to substantiate advertising claims. She is a trusted advisor of trade organizations supporting manufacturers of FDA-regulated products regarding FTC and state standards that also impact the risk profile for companies' product portfolios, and is regularly invited to work directly with clients' marketing and research and development teams to help identify marketing strategies that are consistent with the desired risk threshold for the company. According to clients, she is "excellent at crafting solutions that ensure regulatory compliance within the business context, helping to provide practical advice that takes into consideration the way in which a business operates."

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