



Client Alert



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DDMAC Loses a Letter but Gains a New Name and More Prominence

It's time to learn a new acronym. The Food and Drug Administration's (FDA's) Division of Drug Marketing, Advertising, and Communications (DDMAC) is now the newly-named Office of Prescription Drug Promotion, or OPDP.

Elevation to an "Office" status reflects, among other things, the FDA's continued focus on prescription drug promotion and the increase in staff size.

It is also noteworthy that the newly-formed OPDP will contain two new divisions: the Division of Professional Promotion and the Division of Direct-to-consumer Promotion, which recognizes some of the differences between the two types of promotions and audiences.

The restructure and elevation, which follows an 18-month approval process within the FDA, is part of an overall reorganization effort first announced in February 2010. It is expected that the new OPDP, which does not involve a change in leadership, will have more authority and resources for prescription drug promotion oversight and enforcement.

Some in the industry believe that the new structure will lead to the issuance of guidance on social media and product promotion in the near future, but that remains to be seen.

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