



HealthPolCom Case Study

Relationships and Communications Counsel

Situation: A trade association was launching a multi-million dollar industry communications initiative to oppose restrictive government formularies with the tag line, "Keep the government out of your medicine cabinet." The FDA could have interpreted this message as opposition to its regulatory authority.

Actions: Advised the trade association's President to preemptively call the FDA Commissioner to provide assurance that the communications campaign was not directed at the FDA, but at restrictive insurance formularies.

Outcome: The call diffused the situation at a very early stage before it could become an "issue" and consume significant industry or FDA resources. (FDA staff interpreted the tag line as a potential challenge to the agency's role in drug approval and monitoring, and they were preparing possible responses.)