

FOR IMMEDIATE RELEASE
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**FOOD AND DRUG LAW INSTITUTE SPONSORS COLLOQUIUM ON COMMUNICATING
RISK/SAFETY DRUG INFORMATION**

Landmark Meeting Dec. 6, 2007 To Address FDA's Next Big Challenge

Is the Food and Drug Administration effectively communicating risk/safety information on drugs and devices to physicians and the public?

That's a key question a panel of experts will discuss and debate at a landmark Colloquium, *Communicating Risk/Safety Information: How FDA Is Meeting the Challenge*, sponsored by the Food and Drug Law Institute (FDLI), Dec. 6, 2007, in Washington, D.C.

This meeting is the third in a series of colloquia sponsored by FDLI. Under its new strategic direction, FDLI is committed to using the Colloquium series as a neutral forum to address the legal, regulatory, policy and practical implications of technological innovations affecting the food and drug industry.

As the public becomes more concerned about whether it's safe to take — or stop — their medications, FDA is making risk communication a top priority. The agency is forming an advisory committee on communication and implementing new Congressional requirements on risk evaluation. But it's unclear what that means for those who must deal with adverse events and contraindications every day.

Colloquium attendees will receive:

- > Results of a study on how FDA handled the antidepressant drug controversy;
- > Analysis of the new risk evaluation and mitigation strategy (REMS) requirements;
- > Tips on developing world-class risk/safety and communications plans;
- > Vital information on FDA's new Risk Communications Advisory Committee;
- > An inside look at FDA's overall communications strategy from its Deputy Commissioner and Chief Medical Officer Janet Woodcock, M.D.; and
- > Excerpts from FDA's Response to the IOM's Report on Drug Safety.

The expert panel includes:

- > **Janet Woodcock, Deputy Commissioner & Chief Medical Officer, FDA;**
- > **Randall W. Lutter, Deputy Commissioner for Policy & Planning, FDA;**
- > **Stuart M. Pape, Managing Partner, Patton Boggs;**
- > **Robert Dormer, Partner, Hyman Phelps & McNamara;**
- > **Grace-Marie Turner, President, Galen Institute;**
- > **Susan Newberry, Senior Vice President, Director, D.C Healthcare Practice, Ketchum Communications; and**
- > **Kelly Posner, Associate Professor, Columbia University.**

Registration is \$295 for FDLI members, \$395 for non-members. Attendance is limited, so registrants are strongly urged to sign up early.

To register, visit <http://fdli.org> or call (800) 956-6923 or (202) 371-1420.

Media: To register, or to find out more about the conference, contact Michael Levin-Epstein, Editor-in-Chief, FDLI, (202) 222-0897; mdl@fdli.org.

Founded in 1949, FDLI publishes the award-winning, peer-reviewed *Food and Drug Law Journal*; the bimonthly magazine *Update; FDA Directory*; and dozens of books and publications for attorneys, regulatory affairs practitioners, scientists, health care professionals, government employees and marketers in the food and drug field.