



DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Food and Drug Administration
Rockville, MD 20857

March 31, 2006

FILE COPY

Sarah E. Botha
Wiley Rein & Fielding L.L.P.
1776 K Street NW
Washington, DC 20006

Dear Ms. Botha:

Your petition on behalf of Coalition for Healthcare Communication requesting the Food and Drug Administration to promulgate an amended regulation for prescription drug advertising to establish separate criteria for practitioner-directed and consumer-directed advertising and to establish a standing advisory committee on health care communications was received by this office on 03/31/2006. It was assigned docket number 2006P-0146/CP1 and it was filed on 03/31/2006. Please refer to this docket number in future correspondence on this subject with the Agency.

Please note that the acceptance of the petition for filing is a procedural matter in that it in no way reflects an agency decision on the substantivemerits of the petition.

Sincerely,

Lyle D. Jaffe
Division of Dockets Management
Office of Management Programs
Office of Management

cc: John F. Kamp
Executive Director
Coalition for Healthcare Communication
405 Lexington Avenue
New York, NY 10174-1801

2006P-0146

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