

DTC Part 15 Hearing
November 1, 2005
Thomas Abrams, Presiding Officer

FDA Panel: **Kit Aikin, Rachel Behrman, Glenn Byrd, Kristin Davis, Scott Gottlieb, Melissa Moncavage, Nancy Ostrove, Martine Hartogensis, Robert Temple, Deborah Wolf**

9:00 – 9:30 a.m. Welcome – Janet Woodcock, M.D.
Deputy Commissioner for Operations, FDA

9:30-11:00 a.m. **Panel 1**
Sharon Allison-Ottey, The COSHAR Foundation
Ruth Day, Duke University
Lewis Glinert, Dartmouth College
John Kamp, Coalition for Healthcare Communication
Andrew Kleit, Pennsylvania State University

11:00-11:15 a.m. Break

11:15a.m.–12:35 p.m. **Panel 2**
J. Patrick Kelly, Pfizer
Michele Spence, Kaiser Permanente
Abby Mehta, Gallup & Robinson, Inc.
Christine Winnicki, Time Inc.

12:35-1:35 p.m. Lunch

1:35-3:10 p.m. **Panel 3**
James Gardner, One to One Interactive
Gail Javitt, Genetics & Public Policy Center, Johns Hopkins U.
William Person, 50 Plus WEBHealth
Carole Rogin, Hearing Industries Association
Marlene Tandy, Advanced Medical Technology Association

3:10 – 3:25 p.m. Break

3:25 - 4:55 p.m. **Panel 4**
Rebecca Burkholder, National Consumers League
Lee Hammond, AARP
Gary Stein, American Society of Health-System Pharmacists
Lisa Van Syckel, Drugawareness.org
Diana Zuckerman, National Research Center for Women & Families

5:00 p.m. Adjourn

DTC Part 15 Hearing
November 2, 2005
Thomas Abrams, Presiding Officer

FDA Panel: Kit Aikin, Rachel Behrman, Glenn Byrd, Kristin Davis, Melissa Moncavage, Nancy Ostrove, Martine Hartogensis, Robert Temple, Deborah Wolf

9:00 a.m. Welcome - Steven Galson, MD, MPH
Director, Center for Drug Evaluation and Research

9:30-11:00 a.m. **Panel 5**
Judith Cahill, Academy of Managed Care Pharmacy
John Calfee, American Enterprise Institute
James Davidson, Davidson & Company
Ellen Liversidge, speech pathologist
Peter Lurie, Public Citizen

11:00-11:15 a.m. Break

11:15 a.m.- 12:30 p.m. **Panel 6**
Gary Ruskin, Commercial Alert
Richard Samp, Washington Legal Foundation
Alex Sugarman-Brozan, Prescription Access Litigation
Wallace Snyder, American Advertising Federation
Kim Witczak, self

12:30-1:30 p.m. Lunch

1:30-3:00 p.m. **Panel 7**
Emily Alfano – Genetic Alliance
Meg Columbia-Walsh, Faith Popcorn’s BrainReserve
Joseph Cranston, American Medical Association
Rima Laibow, National Coalition of Organized Women
Kathy Kastner, The Health Television System Inc.

3:00 – 3:15 p.m. Break

3:15 – 4:25 p.m. **Panel 8**
Mark Tosh, DTC Perspectives, Inc.
Scott Lassman, Pharmaceutical Research and Manufacturers of America
Peter Pitts, Pacific Research Institute
William Vaughan, Consumers Union

4:25-4:55 p.m. Open for Comments from Audience

5:00 p.m. Adjourn