



AMERICAN OSTEOPATHIC ASSOCIATION

February 9, 2006

Division of Dockets Management (HF A-305)  
Food and Drug Administration  
5630 Fishers Lane  
Room 1061  
Rockville, MD 20852

To Whom It May Concern:

On behalf of the American Osteopathic Association (AOA), which represents the nation's 56,000 osteopathic physicians, practicing in 23 specialties and subspecialties, I write to provide our comments on direct to consumer promotion of regulated medical products, docket number 2005N-0354.

The AOA has examined this issue and its impact on the patients that we serve. The price of prescription medications is one of the leading factors contributing to increased health care costs in this country. Direct advertising campaigns for specific drugs increase the overall marketing costs for pharmaceutical companies. These costs are passed on to consumers in the form of higher prices for their medications.

We recommend that future direct consumer advertising not be product specific. The focus of such advertising should provide disease specific public health information.

The AOA appreciates this opportunity to provide comments on this important issue. If you have questions with regard to our comments, please contact the AOA Department of Government Relations at (202) 414-0140.

Sincerely,

Philip L. Shettle, D.O.  
President

C: President-Elect, AOA, Chairman, Department of Government Affairs, AOA., Council on Federal Health Programs, Executive Director

2005N-0354

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