

**FDA Staff Manual Guides, Volume I – Organizations and Functions**

**Department of Health and Human Services**

**Food and Drug Administration**

**Center for Drug Evaluation and Research**

**Office of Medical Policy**

**Office of Prescription Drug Promotion**

Effective Date: December 14, 2018

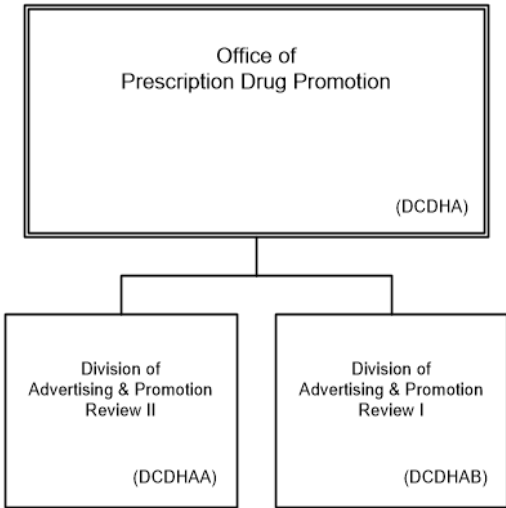
**1. Office of Prescription Drug Promotion (DCDHA).**

- A. Formulates and establishes policy for the regulation of prescription drug promotion, including advertisements, promotional labeling, and other promotional activities.
- B. Plans and supervises research studies to evaluate the impact of health communication and prescription drug promotion directed to healthcare professionals and consumers.

**2. Authority and Effective Date.**

The functional statements for the Office of Prescription Drug Promotion were approved by the Secretary of Health and Human Services and effective on December 14, 2018.

**Department of Health and Human Services  
Food and Drug Administration  
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Office of Prescription Drug Promotion**



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The following is the Department of Health and Human Services, Food and Drug Administration, Center for Drug Evaluation and Research, Office of Medical Policy, Office of Prescription Drugs Promotion organization structure depicting all the organizational structures reporting to the Director.

Office of Prescription Drugs Promotion (DCDHA).

These organizations report to the Office of Prescription Drugs Promotion:

Division of Advertising & Promotion Review II (DCDHAB)

Division of Advertising & Promotion Review I (DCDHAC)