

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

Division of Advertising and Promotion Review I

Effective Date: December 14, 2018

1. Division of Advertising and Promotion Review I (DCDHAB).

- A. Reviews draft promotional materials directed to consumers and healthcare professionals and provides detailed written advisory comments to industry sponsors.
- B. Develops and issues enforcement actions against false and misleading prescription drug promotional materials and activities directed to consumers and healthcare professionals.
- C. Reviews draft professional and patient labeling for inappropriate promotional content.

2. Authority and Effective Date.

The functional statements for the Division of Advertising and Promotion Review I were approved by the Secretary of Health and Human Services and effective on December 14, 2018.

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(DCDHAB)

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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, Division of Advertising and Promotion Review I organization structure depicting all the organizational structures reporting to the Director.

Division of Advertising & Promotion Review I (DCDHAC).