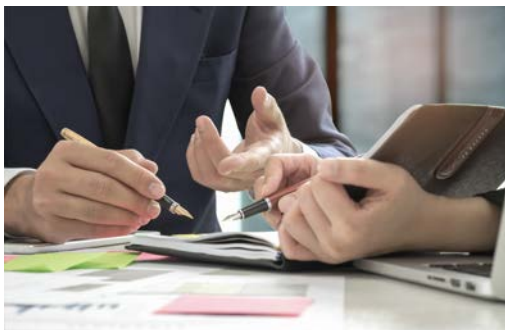


Promotional Material Audits

Identify Your Strengths & Weaknesses

Either as part of your regular compliance program or in response to a particular event (*e.g.*, a letter of inquiry, a cease and desist letter, an internal complaint), Nancy can provide a review of your promotional program. She works with your team to identify an appropriate scope and timeline for the review.

Her final report clearly identifies key areas of risk, offers suggestions for mitigating any possible liabilities and gives you a sense of your review team's strengths and weaknesses. The report also outlines concrete steps for addressing any needed improvements.



Contact

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About Nancy M. Parsons



Nancy has 15 years of experience in promotional review and has served on over 20 review committees covering a wide variety of pharmaceutical products and therapeutic areas.

Nancy is a graduate of The University of North Carolina at Chapel Hill and Georgetown Law. Prior to starting her own practice, Nancy worked for over a decade in the FDA Regulatory practice of Hogan Lovells in Washington, DC. In addition to her promotional review work, she helped defend clients in off-label False Claims Act cases and negotiate CIAs with the OIG. She also conducted promotional material audits, assisted with internal investigations, and helped companies draft commercial policies.

Prior to her legal career, Nancy headed up a research department of a health care research and consulting firm in Washington, DC.

Education

B.A., The University of North Carolina at Chapel Hill, *with honors* (1997)

J.D., Georgetown University, *magna cum laude*, Order of the Coif, *Georgetown Law Review* (2004)

Nancy M Parsons Law PLLC

*Pharmaceutical Advertising &
Promotion Support*





Promotional Review Support

Collaborative & Pragmatic

Nancy provides long- and short-term support for promotional review committees. She is known for her collaborative and pragmatic approach and has experience with pharmaceutical products in several therapeutic areas including neurology, respiratory, infectious diseases, endocrinology and oncology. She also has experience with corporate communications.

Nancy has advised clients on a wide variety of promotional and non-promotional initiatives including professional sales aids, DTC television advertisements, interactive sales aids, patient brochures, websites, banner advertisements and other digital promotion, personalized advertising, search optimization, speaker programs, direct mail campaigns, social media activities, exhibit booths, testimonials, press releases, reprints and reprint carriers, sales training, patient support programs, corporate campaigns, medical science liaison materials, health care economic information, responses to unsolicited requests, advisory board materials and pre-approval communications. She has worked with products in various phases of their life cycle.

Advice Always in the Context of Recent Enforcement

Nancy places emphasis on relationship building, deep listening, rigorous analysis and risk assessment, clear communication and creative problem-solving. Her advice is provided in the broader context of the current enforcement climate and the unique risks of the product category (e.g., 505(b)(2) products, biosimilars, the therapeutic area).

“Nancy's practical and personable approach allows her to integrate easily into in-house teams and hit the ground running when we need overflow support. I've worked with her on and off for many years, and she is always at the top of my list when I need ongoing support or some quick counseling on a discrete issue.” - Brian Stone, Global Regulatory Counsel

Training

Onsite Workshops, Inclusives & Webinars

Nancy offers workshops, several-day inclusives and topic-specific webinar training for your promotional review team. Far from the typical off-the-shelf training program, Nancy works with your team to address your unique needs and provide real world examples.



To the extent possible, training incorporates interactive components such as voting technology and case studies. In a two-day training course Nancy provided in 2018 to promotional review committee members of a midsize pharmaceutical company, 100% of respondents indicated that they could put what they learned in the training to use in their jobs tomorrow.

Consults

In need of a second opinion on a promotional campaign, a specific piece or initiative? It is not uncommon for a review committee to reach an impasse or need outside counseling. Nancy provides one-off consults for clients. She regularly assists with risk assessment and mitigation, problem solving and communication with internal stakeholders.

