



Dear Current and Future Healthcare Professionals:

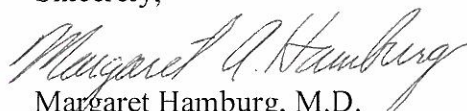
I am writing to tell you about new additions to the U.S. Food and Drug Administration's (FDA) Bad Ad Program. Created in 2010 by FDA's Office of Prescription Drug Promotion (OPDP), the Bad Ad Program is helping to ensure that prescription drug information is truthful, balanced, and accurately communicated. This program is designed to raise awareness among health care professionals (HCP) and HCP students about misleading prescription drug advertising and promotion and to encourage the reporting of potentially misleading prescription drug advertising and promotion to FDA by email (BadAd@fda.gov) or phone (855-RX-BADAD). As part of its continuing outreach efforts, the Bad Ad Program now offers a Continuing Education (CE/CME) e-learning course and a series of educational case studies, which are available on the Bad Ad website at www.fda.gov/badad.

The *CE/CME e-learning course* is designed to increase awareness among practicing HCPs of misleading drug advertising and promotion while providing continuing educational credit. The course is a one-hour, self-paced training to help you identify and report suspected misleading prescription drug promotion to FDA. The course contains seven modules, including the Bad Ad Program, Principles of Persuasion, FDA Oversight of Prescription Drug Promotion and Marketing, Common Drug Promotion Issues, and Reporting Potential Drug Promotion Issues. The course can be taken for one (1) hour of CE/CME credit by physicians, physician assistants, nurse practitioners, pharmacists, and nurses.

As part of the course, OPDP has also developed *educational case studies* that are based on real-world examples of misleading promotion that have been addressed by FDA. The course and case studies will also be useful to HCP students, who will soon be providing care to patients and prescribing the innovative medicines marketed by the pharmaceutical industry. These educational case studies are designed, along with the course, to be incorporated into the HCP school curriculum to raise awareness of misleading prescription drug promotion. The cases cover a range of promotional materials, including a website, a journal ad, a TV ad, and a television segment. The cases touch on numerous prescription drug promotion issues and will enable you to evaluate and discuss real-life examples of misleading promotion. Those of you who are not interested in CE/CME credit can take the course and receive a certificate of completion.

The e-learning course and case studies provide a solid fundamental understanding of misleading prescription drug promotion. I believe these new resources will help to raise awareness among those of you in the profession today--as well as those of you with a future in health care--about the role that you can play in helping us to ensure that prescription drug information is truthful, balanced, and accurately communicated.

Sincerely,


Margaret Hamburg, M.D.
Commissioner of Food and Drugs