

# 17th Annual Conference on Fraud and Abuse in the Sale and Marketing of Drugs, Devices, and Medical Technology: Regulatory and Legal Considerations When Using Social Media to Promote Drugs and Medical Devices

Boston, Massachusetts  
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**Amy Dow**, Member of the Firm, co-presents "Regulatory and Legal Considerations When Using Social Media to Promote Drugs and Medical Devices" at ACI's 17th Annual Conference on Fraud and Abuse in the Sale and Marketing of Drugs, Devices, and Medical Technology.

Topics include:

- FDA guidance on using social media to promote products
- What can be learned from FDA's warning letters to companies? What repercussions have been seen as a result of FDA's finding issues with companies' promotion of their products on social media?
- Best practices for engaging in product promotion on social media that minimize the risk of accusations of preapproval promotion or off label marketing?
- What lessons can be learned from celebrity endorsement letters?

For more information, visit [AmericanConference.com](http://AmericanConference.com).

## People



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## Focus Areas

### Services

Product Marketing and  
Compliance

Regulatory Strategy, Product  
Development, and Product  
Approvals

### Industries

Health Care Industry

Medical Devices

Pharmaceuticals