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[Health & Medicine, Drugs](#)



1 HCS 490 Government Regulatory Agencies and Impact of Consumer Choices Outline Government Regulatory Agencies and Impact on Consumer Choices Outline I. Introduction a. What is a regulatory agency? b. What are their probable effects on customers? c. What is the regulatory explained in this document? d. What is the Division of Drug Marketing, Advertising, and Communications' (DDMAC) mission? e. What does the Division of Drug Marketing, Advertising, and Communications (DDMAC) do? f. Rationale for choosing II. Regulatory Agency Characteristics a. The Food and Drug Industry's (FDA) DDMAC b. DDMAC as a branch of the FDA c. Accountable for evaluating prescription drug marketing and branding d. Involved in several duties to execute their duties i. Gives documented analysis to drug companies ii. Evaluates grievances on suspected breaches on advertising iii. Reviews branding and advertising campaigns iv. Attends important medical conferences and pharmacy assemblies v. Acts as a connection between DDMAC and the rest of the agencies under FDA in regards to advertising issues III. FDA DDMAC's Roles a. Safeguard the civic wellbeing of American people b. Ensure that the info on prescription drugs are corresponded as honest, fair, and precise c. Provide full examination, implementation and learning programs d. Ensure that customers and medical specialists are given enough info about prescription drugs on branding and marketing IV. The chosen medical goods or services classification a. Drug Advertising, Branding and Publicity V. Reason for selecting this section a. The DDMAC division of the FDA is accountable for regulating conformity in advertising, branding and public relations. b. The DDMAC is accountable for proficient healthcare promotional procedures for direct-to-consumers advertising c.

Info is given as well as what may or may not be included in end-user copies.

VI. Conclusion a. Associate the significance of FDA regulations on drugs with existing measures and products. b. Restate the FDA's role and capacity and the ways it influence the US budget on present health matters. c. Provide the person who is reading an idea to think about: If FDA does not exist, what will happen to pharmacies and health care in the United States? d. DDMAC makes information available information and procedures to the community and the providers. e. This gives more understanding on the procedures required for health care adverstising and info to the end-users. References Division of Drug Marketing, Advertising, and Communications (DDMAC). 2010. Retrieved August 6, 2010 from <http://www.fda.gov/AboutFDA/CentersOffices/CDER/ucm090142.htm> Food and Drug Administration (2010). Division of Drug, Marketing, Advertising, and Communications. Retrieved from <http://www.fda.gov/AboutFDA/CentersOffices/CDER/ucm090142.htm> Us Food and Drug Administration. (2010). Retrieved August 9, 2010 from website: <http://www.fda.gov/AboutFDA/WhatWeDo/default.htm> US Food and Drug Administration (2010). " Inspection, Compliance, Enforcement and Criminal Investigations. " Retrieved August 16, 2010 from [www.hhs.gov](http://www.hhs.gov).