



Lucy Rose

Irrepressible, Indefatigable and Passionate



These are a few of the words marketers and agency executives use to describe Lucy Rose.

BY DTC PERSPECTIVES

Just about everyone involved with pharma marketing and promotion has met with, listened to or asked for help from Janet L. “Lucy” Rose. Known by many as simply “Lucy,” Rose has been a critical proponent of disease education campaigns, patient education and consumer promotion for prescription drugs. She also played a key role in developing the policy that allowed broadcast advertising for Rx drugs back in the late 1990s when she held the position of director of the FDA’s Division of Drug Marketing, Advertising and Communication (DDMAC).

Rose is a physician assistant, has a Master’s degree in business administration, held the position of national managing director in the life sciences regulatory and capital markets consulting at Deloitte & Touche LLP, and also manages her own consulting firm, Lucy Rose and Associates. And she’s a member of the DTC Perspectives’ Hall of Fame, having been inducted during an awards event in mid-October along with three leading DTC marketers.

Rose also has been an inspiration to many marketers. Paula Garrett, senior director of consumer marketing at Eli Lilly and one of the marketers named to the Hall of Fame this year, recalled the influence Rose had on her career during the presentation event. Upon seeing a presentation by Rose at Eli Lilly, Garrett said she was inspired and overwhelmed by Rose’s passion and knowledge. “She just owned the auditorium,” Garrett recalled.

Rose has continued to be an advocate for responsible promotion and speaks enthusiastically about the responsibility of marketers to create messages and promotions that are effective and fair.

“What we can control is the messaging we put for-

ward,” she says. “Needless to say, it’s more important than ever that we remember the original thinking behind DTC – to encourage patients to play an active role in the management of their health by providing them with disease education as well as appropriate treatment options.”

Mel Sokotch, an author, industry consultant and former advertising executive at Foote, Cone and Belding, is among those who acknowledge the important role Rose played in the development of DTC promotion. “Back in the mid-1990s, Lucy was director of DDMAC and this whole issue of DTC and broadcast was being debated,” Sokotch recalled. Ultimately, the draft guidance that cleared the way for broadcast DTC “was in large part put together by Lucy Rose,” he added. “If anybody here thinks they would be here in 2009 in Livingston, N.J., having this incredible event without Lucy Rose, think again.”

These are sentiments echoed by Pfizer chief medical officer Dr. Freda Lewis-Hall, who congratulated Rose as part of a video testimonial that was shown at the DTC Perspectives’ Hall of Fame awards event in mid-October. Lewis-Hall, who was not able to attend the event in person, noted that she has known Rose for several years and that she truly admires all the work and effort that Rose has invested in “the service of patients.” She added, “You’ve been one of those leaders you want on your side when you are ready to tackle the toughest of challenges. As a business leader and a government leader, a trusted counselor and a friend of the patient, you have shown us that DTC outreach can be a highly effective tool in patient education and in helping patients have those difficult but necessary conversations with their doctors. Freda Hall said in the video tribute.

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A distinguished record of service

Prior to joining Deloitte & Touche, LLP, Rose owned her own consulting business, Lucy Rose and Associates, LLC for ten years. During that time, she served numerous pharmaceutical, biological, medical device companies; advertising agencies; public relations firms and CME providers.

Her extensive services include all regulatory aspects regarding advertising and promotion programs; regulatory training; CME consultation; and providing extensive compliance services, including performing compliance assessments, among other services. She has spoken at more than 200 public programs and has delivered more than 400 in-company training programs.

Getting it done right

Sokotch also recalled an anecdote about how Rose helped out one of his former clients during his introduction at the DTC Hall of Fame event. Shortly after broadcast DTC became permissible, Sokotch recalled, one of the pharma clients working with the former Foote, Cone & Belding (FCB) agency launched a major campaign for a weight-loss treatment. The ads debuted on a Thursday, but by the following Monday the DDMAC director

who had succeeded Rose was on the telephone with the major broadcast networks asking that the ad get pulled.

The client realized there was a major problem, and at this point Sokotch suggested bringing in Rose to facilitate a meeting with DDMAC/FDA. "I got [Lucy Rose] on the phone, luckily, and explained the situation and said that we were in trouble, and she agreed we were in trouble," he explained.

"But this really typifies how important Lucy Rose is to this industry. She helped us enormously and she helped us in the right way. She facilitated a meeting with DDMAC.... We strategized and figured it out. What was so important is that Lucy helped us not only to understand what the regulations were and just comply with the regulations, but really helped us to understand the spirit of getting it done right and not skirting the rules.

"In terms of where we are today, many down in Washington would like to see DTC go away. It is people like Lucy Rose who keep us honest and keep us straight and remind us that the spirit of DTC is really informing, educating and presenting options.... I am not sure there is anyone in this business that has more impact in helping us getting it right than Lucy Rose," Sokotch said.