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Mark Senak is an attorney with over twenty years of experience offering a blend of law, communications, public health and public relations. His experience as a lawyer, his background in public health and his knowledge of communications and public affairs have made him an ideal counselor and strategist for clients needing regulatory communications counsel, litigation, crisis and issues management.

Mr. Senak has designed communications campaigns and built coalition grassroots support efforts targeting public health and health policy issues at state, federal and global levels. Mr. Senak's expertise has been put to work in two primary areas as they are related to health policy – public health and medical product development, with an emphasis on regulatory approval and reimbursement strategies.

As a trend-spotter, Mr. Senak is the author of the Web Log (blog) '*Eye on FDA*' (www.eyeonfda.com/) which is a professional blog that breaks through medical-legal jargon and provides patients, healthcare providers, journalists, analysts and members of the pharmaceutical industry as well as regulators themselves with a one-stop-shop of industry analysis. The site aims to help all healthcare industry stakeholders understand the US regulatory environment and its impact on the marketplace, and is increasingly providing an authoritative voice on how it compares to markets outside of the US, including the UK and Europe. The blog has been regularly ranked by edrugsearch.com as one of the top 100 blogs on health and medicine. He also authors a monthly column called *FDA Watch* in the peer reviewed journal – **American Health & Drug Benefits**.

His medical product crises and issues management work has included a broad range of issues of such as pricing, company boycotts, clinical trial issues (adverse events and withdrawal of trials), serious adverse event communication, compulsory licensing issues and product labeling as well as litigation matters and adulterated food products. His work has led to extensive experience in several therapeutic areas, including diabetes, HIV/AIDS, osteoporosis and various aspects of women's health, allergy/asthma, oncology and gastroenterology as well as consumer and public health work in HIV/AIDS.

Mr. Senak received his Bachelor of Arts degree from the University of Illinois and his law degree from Brooklyn Law School. He is the author of several magazine and newspaper articles as well as three books examining issues of law, health policy and HIV as well as the rights of the gay, lesbian, bisexual and transgendered community.

[Click Here to Ask Mark Senak a Question – Questions will be addressed live at the DTC in the Era of Consumer Choice Conference. Don't miss this chance to shape the agenda and have your questions answered by industry experts!](#)