Regulation of Off-Label Drugs Warrants Attention

BY JOYCE FRIEDEN Senior Editor

PHILADELPHIA — The Food and Drug Administration needs to change the way it regulates promotion of off-label drug use, according to the chair of the department of health policy and public health at the University of the Sciences in Philadelphia.

This year, the FDA issued draft guidance regarding off-label promotion. The draft guidance states that although any materi-

PLAVIX[®] clopidogrel bisulfate tablets

Rx only

Ev/

Card

Cent

Gast

Meta

Mus

Plate

Resp

Skin

Urin

INDICATIONS AND USAGE PLAVIX (clobidogrel bisulfate) is indicated for the reduction of atherothe nt MI, Recent Stroke or Established Peripheral Arterial Disease atients with a history of recent myocardial infarction (MI), recent stroke, or established heral artical disease. PLWIX has been shown to reduce the rate of a combined end-t of new ischemic stroke (fatal or not), new MI (fatal or not), and other vascular death.

NDICATIONS f PLAVIX is contraindicated in the following conditio

Hypersensitivity to the drug substance or any component of the product. Active pathological bleeding such as peptic ulcer or intracranial hemorrhe

S ic thrombocytopenic purpura (TTP): web reported rarely following use of PLAVIX P has been reported rarely following use of PANK, sometimes after a short eveck). TP is acrisus condition that can be fatal and requires urgent tre uding plasmapheresis (plasma exchange). It is characterized by thromboort, roangiopathic henolybic anemia (schisocyte) Efforgmented ReSC) seen on per an, neurological findings, renal dysfunction, and fever. (See ADVERSE REACTION CURRENT PROFESSION PROFESSI

prolongs the bleeding time and therefore should be used with caution in patients who at risk of increased bleeding from trauma, surgery, or other pathological conditions afty gastrointestinal and intracoular. If a patient is to undergo lective surgery and an elet effect is not desired, PLMX should be discontinued 5 days prior to surgery. the risk of bleeding and undersiable hematological effects, blood cell count determi-and/or other appropriate testing should be promptly considered, whenever such edinical symptoms arise during the torus red transmite. See **AVERE EXECUTONS**, lents with recent TIA or stroke who are at high risk of recurrent ischemic events, fuging in **CAPRE**, PLMX was associated with a rate of gastrointestinal bleeding of 3.27% on aspirin. In **CURE**, the incidence of major gastrointestinal bleeding of 3.27% patients, begins who have bead with carter of gastrointestinal bleeding with induce such bisons should be used with carter out between bleeding in **CAPRE**, the incidence of major gastrointestinal bleeding with induce such bisons should be used with caution in patients taking PLMX. Hepatically Impaired Patients: Experience is limited in patients with severe hepatic who may have bleeding diatheses. PLANK should be used with caution to this **o**.

Iation. in Renally-impaired Patients: Experience is limited in patients with severe renal irment. PLAVIX should be used with caution in this population.

ment: PLAVIX should be used with caution in this population. Ination for Patients Its should be told that it may take them longer than usual to stop bleeding, that may bruise and/or bleed more easily when they take PLAVIX or PLAVIX combined spirin, and that they should report any unusual bleeding to their physician. Patients inform physicians and dentists that they are taking PLAVIX and/or any other product to affect bleeding before any surgery is scheduled and before any new drug is taken.

w unsum proyscues and centrus that they are taking PL4VIX and/or any other product in to affect bleeding before any surgery is scheduled and before any new drug is taken. Interactions by of specific drug interactions yielded the following results: rin: Aspirin did not modify the dopidogref-mediated inhibition of ADP induced let ageregation. Concomiant administration of SO ong of aspirin toxies a day for 1 day of significantly increase the prolongation of bleeding time induced by PL4VIX. PL4VIX triated the effect of aspirin on collagen-induced baletel aggregation. PL4VIX and arin: In a study in healthy volunteers, PL4VIX did not exessistate modification of the rin does or after the effect of heparin on coagulation. Coadministration of heparin had let on inhibition of platelet aggregation induced by PL4VIX. Seriodla ARI: Inflammatory Drugs (NSADS): In healthy volunteers receiving naproxen, mitiant administration of PL4VIX was associated with increased occult gastrointestinal loss. NSADs and bleve administered with a dation. (See **PRECUTIONS-General**). "I with PL4VIX should be undertacted with acution. "I with PL4VIX was coadministered with attendion, infeldipine, or both atenolo infedipine. The pharmacodynamic activity of PL4VIX was also not significantly need by the coadministration. of PL0VIX (coldiged) lobusticel, pharmacokinetics of digoxin or theophylline were not modified by the coadmini-ing onertrations *in vitro*, clopidogrel inhisting, euroratine, theragen. pharmacokinetics of digoxin or theophylline were not modified by the coadmini-ni of PLVIX (coldigode) bisulted.) and indusifier, and inhisting, euroration, adving, PL4VIX was ere with the metabolism of phenythoin, tamoxifer, toblutamide, warfarin, ada with which to predict the magnitude of these interactions. Suttom should be when any of these drugs is coadministered with R4VIX.

agents, angiotensin converting enzyme inhibitors, calcium ant lowering agents, coronary vasodilators, antidiabetic agents (rorombolytics, heparins (unfractionated and LMWH), GPIIb/IIIa ant tic agents and hormone replacement therapy without evidence of adverse interactions. the concomitant use of oral anticoagulants, non study oral ant ic NSAIDs with clopidogrel.

sis, Mutagenesis, Impairment of Fertility

Las, mutagenesis, impairment of Fertility io evidence of tumorigenicity when clopidogel was administered for 78 weeks TOB weeks to rast at dosages up to 77 mg/kg per day, which afforded plasma 25 times that in humans at the recommended daily dose of 75 mg, was not genotoxic in our in vito rus tosk (mast est, DM-repair test in rat hepato-utation assay in Chinese hamster fibroblasts, and metaphase chromosome analy-hymphocytes) and in one in vito est (microrudues test by oral route in mice), was found to have no effect on fertility of male and female rats at oral doses y/kg per day (52 times the recommended human dose on a mg/m² basis).

CY icy Category B. Reproduction studies performed in rats and rabbits at the d 300 mg/kg/day (respectively, 65 and 78 times the recommended daily a mg/m2 basis), revealed no evidence of impaired fertility or feotoxicit rel. There are, however, no adequate and well-controlled studies in p Recause animal reproduction studies are not always predictive of a , PLAVIX should be used during pregnancy only if clearly needed. Mothers

others rats have shown that clopidogel and/or its metabolites are excreted in the milk, hown whether this drug is excreted in human milk. Because many drugs are human milk and because of the potential for serious adverse reactions in nurs-a decision should be made whether to discontinue nursing or to discontinue sking into account the importance of the drug to the nursing woman.

ctiveness in the pediatric population have not been established

atric Use he total moter of subjects in the CAPRIE, CURE and CLARITY controlled clinical stud-proroximately 50% of patients treated with PLAVIX were 65 years of age and older, and were 75 years and older. The CMMIT, approximately 58% of the patients treated with IX were 60 years and older. Z6% of whom were 70 years and older. observed risk of thrombotic events with clopidogrel plus aspirin versus placebo plus in by age category is provided in Figures 3 and 6 for the CURE and COMMIT trials, expirin versus placebo plus aspirin versus with clopidogrel aspirin versus placebo plus aspirin by age category is provided in Tables 5 and 6 for CURE and COMMIT trials, respectively (see ADVERSE REACTIONS).

als promoting off-label use must be peer reviewed, approval by the agency is not required, and the pharmaceutical company does not need to prove its intent to submit a new drug application for the off-label use, Robert I. Field, J.D., Ph.D., said at a meeting of the American Society of Law, Medicine, and Ethics. "This is considered to be a significant loosening of the requirements, certainly of the FDA's enforcement attitude."

However, the company must clearly dis-

ADVERSE REACTIONS

 ADVERSE REACTIONS

 PLAVIX has been evaluated for safety in more than 42,000 patients, including over 9,000 patients, treated for 1 year or more. The clinically important adverse events observed in CAPBIE, CURE, CURE, CLARITY and COMMIT are discussed below.

 The overall tocherability of PLAVIX in CAPBIE was similar to that of aspirin regardless of age, gender and race, with an approximately equal incidence (13%) of patients withdrawing from treatment because of adverse reactions.

 Hemorrhagic. In CAPBIE patients receiving PLAVIX, gastrointestinal hemorrhage occurred at rate of 2.0%, and required hospitalization in 0.7%. In patients receiving aspirin, the corresponding rates were 2.7% and 1.1%, respectively. The incidence of intracranial hemorrhage was 0.4% for PLAVIX compared to 0.5% for aspirin.

 In CURE, PLAVIX use with aspirin was associated with an increase in bleeding compared to 0.5% for aspirin.

 In CURE, PLAVIX use with aspirin was associated with an increase in bleeding in patients receiving applications of a puncture sites. The incidence of intracranial hemorrhage (0.1%), and fatal bleeding of 2.5%, were the same in both groups.

 Table S: CURE Incidence of bleeding in Table 5 for patients receiving applications (K patients)

 Table S: CURE Incidence of bleeding complications (K patients)

 Fernt
 PLAVIX
 Patie

| ······ ······························· | | | | | | | |
|--|------------------------------------|-------------------------------------|---------|--|--|--|--|
| nt | PLAVIX (+ aspirin)* (n=6259) | Placebo (+ aspirin)* (n=6303) | P-value | | | | |
| | (11-0255) | (10000) | | | | | |
| jor bleeding † | 3.7 ‡ | 2.7 § | 0.001 | | | | |
| ife-threatening bleeding | 2.2 | 1.8 | 0.13 | | | | |
| Fatal | 0.2 | 0.2 | | | | | |
| 5 g/dL hemoglobin drop | 0.9 | 0.9 | | | | | |
| Requiring surgical intervention | 0.7 | 0.7 | | | | | |
| Hemorrhagic strokes | 0.1 | 0.1 | | | | | |
| Requiring inotropes | 0.5 | 0.5 | | | | | |
| Requiring transfusion (≥4 units) | 1.2 | 1.0 | | | | | |
| ther major bleeding | 1.6 | 1.0 | 0.005 | | | | |
| Significantly disabling | 0.4 | 0.3 | | | | | |
| Intraocular bleeding with | | | | | | | |
| significant loss of vision | 0.05 | 0.03 | | | | | |
| Requiring 2-3 units of blood | 1.3 | 0.9 | | | | | |
| nor bleeding ¶ | 5.1 | 2.4 | < 0.001 | | | | |
| | | | | | | | |

 Minor bleeding
 2.1
 2.4
 <0.001</th>

 * Other standard therapies were used as appropriate.
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *

interruption of study medication. Two percent (229) of the patients in the CURE study received heparin/LMWH, and of bleeding in these patients was similar to the overall results. was no excess in major bleeds within seven days after cronary bapass graft surgery ents who stopped therapy more than five days prior to surgery (event rate 4.4% + applint; 5.3% placebo + aspirin). In patients who remained on therapy within five bypass graft surgery, the event rate was 9.6% for PLAVIX + aspirin, and 6.3% for + aspirin.

Updats giant suggery, the event rate was 300 k0 FLVVK * appinit, and 0.5% k0 + appinit. RTV, the incidence of major bleeding (defined as intracranial bleeding or bleeding ed with a fail in hemoglobin > 5 g/dL) was similar between groups (1.3% versus the PLAVIX + aspin and in the placebo + aspinin groups, respectively). This was at caross subgroups of patients defined by baseline characteristics, and type of tics or heparin therapy. The incidence of fatal bleeding (0.8% versus 0.6% in the + aspirin and in the placebo + aspirin groups, respectively) and intracranial hage (0.5% versus 0.7%, respectively) was low and similar in both groups. erail rate of noncerbant major bleeding or cerebral bleeding in COMMIT was low ilar in both groups as shown in Table 6 below.

Table 6: Number (%) of Patients with Bleeding Events in COMMIT

| Type of meeting | (+ aspirin) (N=22961) | (+ aspirin) (N=22891) | · · · | | |
|---|--------------------------|--------------------------|-------|--|--|
| Major* noncerebral or cerebral bleeding** | 134 (0.6%) | 125 (0.5%) | 0.59 | | |
| Major noncerebral | 82 (0.4%) | 73 (0.3%) | 0.48 | | |
| Fatal | 36 (0.2%) | 37 (0.2%) | 0.90 | | |
| Hemorrhagic stroke | 55 (0.2%) | 56 (0.2%) | 0.91 | | |
| Fatal | 39 (0.2%) | 41 (0.2%) | 0.81 | | |
| Other noncerebral bleeding (non-major) | 831 (3.6%) | 721 (3.1%) | 0.005 | | |
| Any noncerebral bleeding | 896 (3.9%) | 777 (3.4%) | 0.004 | | |
| * Major bleeds are cerebral bleeds or non-cerebral bleeds thought to have caused death or | | | | | |

major interest are Cercitian interests on non-receivant interest integration market caused userun that required transitision.
*** The relative rate of major noncerebral or cerebral bleeding was independent of ag Event rates for PAVIX + aspirin by age were: -60 years = 0.3%, 260 to -70 years = 0.7 270 years 0.8%, Event rates for placebo + aspirin by age were: -60 years = 0.4%, 260

ring in ≥2.5% of patients on PLAVIX in the CAPRIE controlled clinical regardless of relationship to PLAVIX. The median duration of therapy

| Table 7: Adverse Events Occurring in ≥2.5% of PLAVIX Patients in CAPRIE | | | | | |
|---|--------------------|---------------------|--|--|--|
| r System t | PLAVIX [n=9599] | Aspirin [n=9586] | | | |
| as a Whole – general disorders | | | | | |
| Chest Pain | 8.3 (0.2) | 8.3 (0.3) | | | |
| Accidental/Inflicted Injury | 7.9 (0.1) | 7.3 (0.1) | | | |
| Influenza-like symptoms | 7.5 (<0.1) | 7.0 (<0.1) | | | |
| Pain | 6.4 (0.1) | 6.3 (0.1) | | | |
| Fatigue | 3.3 (0.1) | 3.4 (0.1) | | | |
| iovascular disorders, general | | | | | |
| Edema | 4.1 (<0.1) | 4.5 (<0.1) | | | |
| Hypertension | 4.3 (<0.1) | 5.1 (<0.1) | | | |
| al & peripheral nervous system disorders | | | | | |
| Headache | 7.6 (0.3) | 7.2 (0.2) | | | |
| Dizziness | 6.2 (0.2) | 6.7 (0.3) | | | |
| ointestinal system disorders | | | | | |
| Any event | 27.1 (3.2) | 29.8 (4.0) | | | |
| Abdominal pain | 5.6 (0.7) | 7.1 (1.0) | | | |
| Dyspensia | 5.2 (0.6) | 6.1 (0.7) | | | |
| Diarrhea | 4.5 (0.4) | 3.4 (0.3) | | | |
| Nausea | 3.4 (0.5) | 3.8 (0.4) | | | |
| bolic & nutritional disorders | | | | | |
| Hypercholesterolemia | 4.0 (0) | 4.4 (<0.1) | | | |
| ulo-skeletal system disorders | | | | | |
| Arthralgia | 6.3 (0.1) | 6.2 (0.1) | | | |
| Back Pain | 5.8 (0.1) | 5.3 (<0.1) | | | |
| let, bleeding, & clotting disorders | | | | | |
| Purpura/Bruise | 5.3 (0.3) | 3.7 (0.1) | | | |
| Epistaxis | 2.9 (0.2) | 2.5 (0.1) | | | |
| iatric disorders | | . , | | | |
| Depression | 3.6 (0.1) | 3.9 (0.2) | | | |
| iratory system disorders | | | | | |
| Upper resp tract infection | 8.7 (<0.1) | 8.3 (<0.1) | | | |
| Dyspnea | 4.5 (0.1) | 4.7 (0.1) | | | |
| Rhinitis | 4.2 (0.1) | 4.2 (<0.1) | | | |
| Bronchitis | 3.7 (0.1) | 3.7 (0) | | | |
| Coughing | 3.1 (<0.1) | 2.7 (<0.1) | | | |
| & appendage disorders | | | | | |
| Any event | 15.8 (1.5) | 13.1 (0.8) | | | |
| Rash | 4.2 (0.5) | 3.5 (0.2) | | | |
| Pruritus | 3.3 (0.3) | 1.6 (0.1) | | | |
| arv system disorders | | | | | |
| Urinary tract infection | 3.1 (0) | 3.5 (0.1) | | | |
| · · , · · · | (-/ | () | | | |

close that the suggested use is off-label, and any published negative findings regarding the off-label use must be included in the materials. "The problem is, negative findings don't get published very often, so there's probably not going to be a whole lot of that," he added.

The comment period on the FDA's draft guidance ended several months ago; final guidance has yet to be issued. But there are certainly reasonable arguments for promoting off-label use under certain

No additional clinically relevant events to those observed in CAPRIE with a frequency 22,5%, have been reported during the CURE and CLARITY controlled studies. COMMIT collected only limited safety data. Other adverse experiences of potential importance occurring in 1% to 2.5% of patients receiving PLAVIX (dopidogrel bisulfate) in the controlled clinical trials are listed below regardless of relationship to PLAVIX. In general, the incidence of these events was similar to that in patients receiving aspirin (in CAPRIE) or placebo + aspirin (in the other clinical trials).

that in patients receiving aspinn (in CAPRIE) or placebo + aspinn (in the other clinical als). utonomic Nervous System Disorders: Syncope, Palpitation. Body as a Whole-general orders: Nathenia, Perev. Hemia. Cardiovascular disorders: Cantica Caliture. Central and ripheral nervous system disorders: Carango legs, Hypoaesthesia, Neuralgia, Paraesthesia, ripheral nervous system disorders: Carango legs, Hypoaesthesia, Neuralgia, Paraesthesia, ripheral nervous system disorders: Cantiga leaders: Cantiga Caliture. Central and ripheral nervous system disorders: Cantiga leaders: Cantiga Leaders, tabelic and nutritional disorders: Ganty, hyperuricemia, non-protein nitrogen (NPN) reseed. Musculo-skeletal system disorders: Athritis, Arthrosis. Platelet, bleeding ét titing disorders: Gal hemorthage, hematoma, platelets decreased. Psychiatric disorders: weity, Insomia. Red blood cell disorders: Catarat, Conjunctivitis. ther disorders: Cystitis. Vision disorders: Catarat, Conjunctivitis. ther disorders: Cystitis. Vision disorders: Catarat, Conjunctivitis. ther optentially serious adverse events which may be of clinical interest but were rarely ourcell (<1%) in platents whore received PLAVX in the controlled clinicaric atakes are listents receiving a spirin (in APRIE) or placebo + aspirin (in the other rical trials).

similar to that in patients receiving aspirin (in CARRE) or placebo + aspirin (in the dinical trials). Body as a whole: Allergic reaction, necrosis ischemic. Cardiovascular disorders: generalized. Gastrointesinal system disorders: Peptic, gastric or duodenal ulcer, gi gastric ulcer generated. gastrich hemorrhäge: (upper Gl ulcer hemorrhäge: Intel Bilary system disorders: Bilinubinemia, hepatitis infectious, liver fatty. Platelet, bl and clotting disorders: Bilinubinemia, hepatitis infectious, liver fatty. Platelet, bl and clotting disorders: Bilinubinemia, hepatitis infectious, liver fatty. Platelet, bl and clotting disorders: Bilinubinemia, hepatitis infectious, liver fatty. Platelet, bl and clotting disorders: Bilinubinemia, hepatitis infectious, liver fatty. Platelet, bl and clotting disorders: Bilinubinemia, hepatitis infectious, liver fatty. Platelet, bl and clotting disorders: Bilinubinemia, hepatitis infectious, liver fatty. Platelet, bl and clotting disorders: Bilinubinemia, hemotrhäge of operative wound, ocular hemor pulmonary hemorrhäge, purpura allergic, thrombocytopenia, Red blood cell dis Abnormal renal function, acute renal falure. White cell and reticuloendothelial : disorders: Agranulocytosis, granulocytopenia, leukemia, leukopenia, neutropenia. Postianketing Esperience

Postmarketing Experience The following events have been reported spontaneously from worldwide postmarketing

Body as a whole

body as a whole: wpscensitivity reactions, anaphylactoid reactions, serum sickness Entral and Peripheral Nervous System disorders: contusion, hallucinations, taste disorders tepato-biliary disorders: tabelet, Bleeding and Cotting disorders: cases of bleeding with fatal outcome (especially intracranial, gastrointestinal and retroperitorical hemorrhage) hrombobic thrombocytopenic purpura (TTP) – some cases with fatal outcome – see WARNINGS.

Teruperindica nemornage): -thrombotic thrombocytopenic purpura (TTP) (see WARNINGS) -agranulocytosis, aplastic anemia/pancytopenia -onjunctival, ocular and retinal bleeding Respiratory, thoracic and mediastinal disorders: -bronchospasm, interstitial pneumonitis stin and subucataneous tissue disorders: -angioedema, erythema multiforme, Stevens-necrobysi, lichen planus Renal and urinary disorders: - glomerulopathy, increased creatinine levels Vascular disorders: - vacultis, burotension Stevens-Johnson syndrome toxic epiderma

asculatis, hypotens

colitis (including ulcerative or lymphocytic colitis), pancreatitis, stomatitis usculoskeletal connective tissue and bone disorders:

lowing clopidogrel administration may lead to prolonged bleeding ti eeding complications. A single oral dose of clopidogrel at 1500 or 200 mice and to rats and at 3000 mg/kg to baboons. Symptoms of acute g (in baboons), prostration, difficult breathing, and gastrointestinal

vere vomting (m. Jouxensense) hage in all species. **tecommendations About Specific Treatment:** Based on biological plausibility, platelet transitison may be appropriate to reverse the harmacological effects of PLAVIK if quick reversal is required.

ent MI, Recent Stroke, or Established Peripheral Arterial Disease e recommended daily dose of PLAVIX is 75 mg once daily.

The recommended daily dose of PLAVIX is 75 mg once daily. **Acute Gonary Syndrome** For patients with non-51-segment elevation acute coronary syndrome (unsta-angina/non-Q-wave MI), PLAVIX should be initiated with a single 300-mg loading dose then continued at 75 mg once daily. Aspirin (75 mg-325 mg once daily) should be initiated and continued in combination with PLAVIX, in CURE, most patients with Acute Coror Syndrome also received hepann acutely (sec CLINCLA STUDIES). For patients with ST-segment elevation acute myocardial infarction, the recommen dose of PLAVIX is 75 mg once daily, administeed in combination with aspirin, with without thrombolytics. PLAVIX may be initiated with or without a loading dose (300 was used in CLANIY: sec **LINCEA STUDIES**). PLAVIX can be administered with or without food. No dosage adjustment is necessary for elderly patients or patients with renal dise (see **Clinical Pharmacology: Special Populations**.)

Distributed by: Bristol-Myers Squibb/Sanofi Pharmaceuticals Partnership Bridgewater, NJ 08807

sanofi aventis 🛞 Bristol-Myers Squibb Company

PLAVIX® is a registered trademark.

Brief Summary of Prescribing Information Revised October 200 PLA-OCT07-PB-Aa

circumstances, according to Dr. Field.

Medicine only advances when information is shared, "and there are good reasons to allow off-label uses and therefore to allow physicians to know about those off-label uses," he said. "On the other hand, it is clear that lack of oversight will lead to overzealous, aggressive promotion of uses that have limited, if any, scientific substantiation. The big question [is whether the] average physician who's working 80 hours a week [is] really going to be able to evaluate this information, even if it has a disclosure written at the top."

Although the ultimate goal should be to get approval for an off-label use, pharmaceutical companies don't have many good reasons to do so, Dr. Field noted. "The

'It is clear that lack of oversight will lead to overzealous, aggressive promotion of uses that have limited, if any, scientific substantiation.'

problem is that clinical trials take a lot of time and the FDA is an overburdened agency; its reviews are slow." Off-label use is abundant and has increased over the last 3 decades, Dr. Field said. Before 1997,

the FDA opposed all off-label promotion. The agency allowed limited distribution of peer-reviewed articles in direct response to physician requests.

In 1997, Congress passed the Food and Drug Administration Modernization Act, which allowed pharmaceutical companies to initiate distribution of articles promoting off-label use if they came from a legitimate peer-reviewed source, such as a journal or book chapter. Also, companies could sponsor continuing medical education if it was done through a third-party operation.

But there were restrictions on these uses-the material to be distributed first had to be given to the FDA for approval, and the company had to intend to submit a new drug application for the off-label use.

In 1998, the Washington Legal Foundation sued the FDA, arguing that the restrictions on article distribution were unconstitutional under the First Amendment. The court said the agency could limit article distribution but could not require prior submission of the materials for FDA approval or require that the company intend to submit a new drug application. A similar lawsuit in 1999 produced the same result.

These rulings "left questions as to what would and wouldn't be allowed" under the act, Dr. Field said.

Other challenges to off-label promotion rules were not as successful. In 2004, Pfizer Inc. was fined \$430 million for paying physicians to promote the off-label use of gabapentin (Neurontin) with little evidence of benefit. And a psychiatrist was arrested in 2006 for accepting \$100,000 to promote off-label uses for Jazz Pharmaceutical Inc.'s sodium oxybate (Xyrem).