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**PATIENT RELATIONSHIP MARKETING AGENCY TAKES THE LEAD IN SOCIAL MEDIA  
REGULATORY COMPLIANCE SAVVY WITH DIGITAL CREDENTIALING PROGRAM**

**NEW YORK, NY (July 20, 2011)** – Siren Interactive, a promotional agency focused on rare disorder therapies, is the nation’s first and only patient relationship marketing firm to credential its staff in regulatory compliance for Internet Marketing and Social Media. This was accomplished through a new online certificate program taught by former FDA officials. The course was developed by CCC (Center for Communication Compliance), and is co-marketed by the non-profit association WOMMA (Word of Mouth Marketing Association).

The WOMMA/CCC training and testing program certifies mastery of key information:

- Current federal and state laws, regulations, and policies, as well as voluntary industry codes, and how they apply to commonly used tactics and situations
- How to use links, answer unsolicited requests, promote within space limitations, and correct online misinformation, in the absence of FDA guidance
- Regulatory considerations for such marketing tools as Facebook Share, search engine optimization, and unbranded websites.

According to Michael Misocky, former FDA official and CCC Advisory Board member, “FDA guidance on social media and related topics has still not been formally issued. However, this course was developed by FDA experts both in anticipation of what the guidance will speak to and, importantly, what the current regulations and enforcement actions have already established in this area.”

The WOMMA/CCC certification test is composed of 40 questions, which directly correlate with content in the 2-hour course taught by four former FDA officials: Tracy Acker, PharmD, Arnie Friede, Michael Misocky, and Wayne Pines (click [here](#) for link to bios on CCC website).

WOMMA’s Executive Director, Kristen Smith, CAE, asserts, “The certificate program helps industry keep moving forward with the execution of word-of-mouth marketing programs and social media tactics in a responsible way.”

Siren is also certified by CCC in patient relationship marketing (PRM), earning it recognition as the nation’s only company to receive dual certification in regulatory compliance. The agency joins a select roster of first-in-class companies dedicated to achieving the highest compliance standards in the industry. In 2009, IPG agency Weber Shandwick became the first agency to certify its entire staff in public relations; Omnicom’s Porter Novelli certified its NY office. In 2010, International Meetings & Science, a division of WPP, became the first promotional medical education agency to be fully certified. In 2011, Omnicom/DAS announced its commitment

as a holding company to train and certify its healthcare agencies through CCC. Click [here](#) to see other participating agencies.

“Patients looking for information online must receive fairly balanced, objective information about products and diseases,” explains Wendy White, Siren president. “We submit materials that are prepared with FDA regulations in mind, which also helps reduce unnecessary rewrites, and saves everyone both time and money.”

In a survey conducted by a leading industry publication, *RxCompliance Report (7/30/2010)*, social media represents the biggest disconnect between the regulatory and marketing functions and their promotional agencies when executing promotional review. With testing, drug and device companies can be sure that promotional agencies working on their business know the regulations. At the same time, agencies can provide clients with the confidence that account teams are on the same regulatory baseline when it comes to FDA law.

**About WOMMA (<http://womma.org>)**

WOMMA is the leading trade association in the marketing and advertising industries that focuses on word-of-mouth, consumer-generated, and social media platforms – or marketing techniques that include buzz, viral, community, and influencer marketing, as well as brand blogging. The organization is committed to developing and maintaining appropriate ethical standards for marketers and advertisers engaging in such marketing practices, identifying meaningful measurement standards for such marketing practices, and defining “best practices” for the industry. Founded in 2004, WOMMA currently has over 300 members. They include marketers and brands that use word-of-mouth marketing to reinforce their core customer base and to reach out to new consumers; agencies that deliver word-of-mouth services and technologies; researchers that track the word-of-mouth experience; and offline and online practitioners.

**About CCC ([www.communicationcompliance.com](http://www.communicationcompliance.com))**

The Center for Communication Compliance (CCC) is the world’s only all-in-one source for training, mastery testing, and consulting in regulatory compliance. The company offers specialized expert-validated Regulatory Compliance Tests (RCTs) and a library of over 500 test questions and answers on diverse promotional compliance topics. CCC’s correlated training and testing program, available in 45 countries, is modeled after the Stanley Kaplan Prep program for the SAT. The company has an Advisory Board of pre-eminent international experts, including five former FDA officials. With 50+ educational program offerings and the ability to develop and deliver original content and customized regulatory solutions, CCC provides curricula that are practical, timely, and compelling. The company offers the ideal combination of regulatory, legal, and marketing/communications expertise.

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