The following three clips are samples of my SEO writing for legal blogs. The clients' names are redacted, but the samples are still copyrighted and unavailable for sale or reposting.

Sample 2: Do FDA-Approved Drug Labels Protect Drug Companies from Proper Warning Suits?

When a drug company produces a product, they have a legal duty to warn doctors and patients about potential dangers associated with the drug. But what happens when the FDA has already approved the drug and the label and the company later discovers the potential complication?

In 2009, a woman was injected with a drug called Phenergan. The drug itself is perfectly safe, but there was one problem. The drug company had failed to update the drug information to make note that if the drug is injected into an artery by mistake, it will cause fast-onset irreversible gangrene. The drug entered the woman's artery and it resulted in the amputation of her forearm. Sounds like the medical professional's fault, right? They weren't supposed to hit an artery, after all.

Not so fast, said the court. It turns out, the drug company had discovered that the alternate dosage method, giving it by IV instead of injection, was much safer because an IV won't work if the needle isn't inserted properly. It's unlikely a doctor or nurse would take that kind of risk when the alternative option is equally easy and the results of an error are so potentially devastating.

A jury agreed with the plaintiff's attorney and awarded the woman a settlement totaling over $7 million for the manufacturer's negligence. The reality is, FDA rules do allow a drug manufacturer to make changes to an approved label to add a new warning or strengthen one that previously existed. They simply have to make the change and later submit it to the FDA for approval.

The drug company, Wyeth, had received evidence of at least 20 reports of amputations similar to the one described by the plaintiff and her doctors since the 1960s.

What About Generics?
As of now, generic drug manufacturers are protected from failure-to-warn cases because the law requires them to use labels identical to the brand name drug. If you're injured by a generic drug as a result of failure to warn, that doesn't mean you don't have a case. It just may change who your case is against. The FDA has proposed changes to that policy to allow generic manufacturers more control over what their labels say.

Doesn't FDA-Approved Mean It's Safe?
Anyone who watches TV knows it doesn't. We're inundated with commercials regarding recalls of drugs and issues with previously FDA-approved drugs. The FDA approves drugs based on research presented by the manufacturer. They don't test the drugs independently. They're just checking to make sure the manufacturer has taken all the legally required steps to ensure

safety. It doesn't mean the drugmaker didn't miss something or that unexpected side effects won't pop up later, especially if you already have compromised health.

Whether or not a drug is FDA-approved, you have the right to seek compensation from a drug manufacturer who's product harms you when administered and taken according to the product's specifications, whether that harm is caused by faulty design or by failure to warn.

If you're the victim of a negligent pharmaceutical company, we're here to help. Call Baltimore personal injury lawyers [REDACTED] for a free consultation.

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