

GREENLEAF HEALTH

PRODUCT QUALITY, MANUFACTURING & COMPLIANCE CAPABILITIES

**OUR EXPERIENCE.
YOUR SUCCESS.**

Greenleaf Health is a leading FDA regulatory consulting firm guiding companies through the changing FDA landscape.

ABOUT GREENLEAF HEALTH



300 YEARS
OF FDA EXPERIENCE

WHY GREENLEAF

Founded in 2007, Greenleaf Health is a leading FDA regulatory consulting firm that provides strategic and technical guidance to pharmaceutical, biotechnology, and medical device companies researching, developing, and manufacturing innovative solutions to pressing global public health challenges.

Greenleaf's robust blend of technical skill and FDA institutional knowledge enables the firm to provide reliable, objective guidance to companies developing medical products for the U.S. market.

UNMATCHED EXPERTISE

Greenleaf's team brings unmatched expertise that companies need when navigating today's evolving FDA regulatory environment. The firm includes former leaders and regulatory professionals from the FDA, Capitol Hill, top global pharmaceutical and medical device companies, leading law firms, and the U.S. biotechnology trade organization.

Greenleaf experts draw on a combined total of more than 300 years of FDA experience and a network of technical specialists. This wealth of experience informs Greenleaf's understanding of the broad life sciences industry and allows us to deliver valuable insight throughout the product lifecycle.

COMPREHENSIVE SERVICES



PRODUCT QUALITY, MANUFACTURING & COMPLIANCE

Greenleaf experts identify and promote practices and procedures that will align a client's approach with the FDA's quality, safety, and compliance expectations.



MEDICAL DEVICE & COMBINATION PRODUCTS

Greenleaf applies extensive regulatory expertise to guide medical device clients from early-stage development to marketing authorization and throughout the product lifecycle.



DRUG & BIOLOGICAL PRODUCTS

Greenleaf serves as a trusted regulatory partner, advising companies on the complex process of bringing new therapeutics to market in today's evolving FDA environment.



COMPLIANCE AUDIT, TRAINING & REMEDIATION

Greenleaf works with a network of independent technical experts who provide comprehensive on-site compliance assessments, remediation, and inspection readiness.



DIGITAL HEALTH SERVICES

Greenleaf experts provide guidance to clients developing, commercializing, utilizing, and investing in innovative digital health technologies as they navigate the evolving landscape of FDA digital health requirements.



CELL & GENE THERAPY

Greenleaf assists sponsors of cell and gene therapies by optimizing FDA interactions and submissions to support product development, manufacturing, quality, compliance, and regulatory review.



ADVISORY SERVICES

Greenleaf understands the complex environment within which life sciences transactions take place and performs in-depth regulatory risk assessments tailored to investors' needs.



LITIGATION SUPPORT SERVICES

Greenleaf and our network of experts work closely with litigators representing FDA-regulated clients in disputes related to medical devices, drug and biological products, and product quality, manufacturing, and compliance.



REGULATORY POLICY SERVICES

Greenleaf supports the needs of small and large clients to understand, implement, and comply with the FDA's regulatory programs and policies and to enhance patient access to products.



QUALITY & COMPLIANCE SERVICES

PRODUCT QUALITY, MANUFACTURING & COMPLIANCE TEAM

Greenleaf's Product Quality, Manufacturing, and Compliance Team has a proven track record of achieving success and providing services that are recognized as best in class by companies seeking to strengthen their quality management systems.



JOHN TAYLOR

**President and Principal,
Compliance & Regulatory Affairs**

Former FDA senior official, acting in high-profile positions at the Agency and senior leadership roles within industry.



CYNTHIA SCHNEDAR

Principal, Regulatory Compliance

30-year career as a compliance expert; formerly Director of the Office of Compliance for the FDA's Center for Drug Evaluation and Research (CDER).



DAVID ELDER

Principal, Regulatory Compliance

23-year veteran of the FDA, with prominent roles in domestic and foreign inspections, recalls and emergencies, and compliance actions.



KALAH AUCHINCLOSS

EVP, Regulatory Compliance

More than 15 years of experience on Capitol Hill, in the private sector, and at the FDA, including role as Deputy Chief of Staff.



DONALD D. ASHLEY

EVP, Regulatory Compliance

25-year compliance and enforcement career, including six years at FDA as Director of CDER's Office of Compliance.



KRISTEN GRUMET

SVP, Regulatory Compliance

35-year compliance career, including role as an FDA field investigator specializing in medical devices.



GRACE MCNALLY

SVP, Regulatory Compliance

33-year FDA career, including experience as an investigator and leadership of many pharmaceutical cGMP and quality initiatives.



LIZ OESTREICH

SVP, Regulatory Compliance

Diverse background provides critical expertise within legal, public policy, regulatory advocacy, and non-profit sectors.



TOM BERRY

SVP, Regulatory Compliance

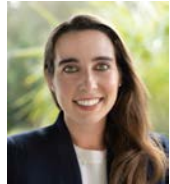
Extensive regulatory experience includes 20 years with the FDA and 10 years as a clinical/hospital pharmacist.



DAWN WYDNER

SVP, Regulatory Compliance

10-year global quality and compliance career in the FDA's Office of Regulatory Affairs.



MARIA BONNER

VP, Regulatory Compliance

Policy and legal experience in both the public and private sectors provides deep understanding of regulatory policy.



MADELEINE GIAQUINTO

Director, Regulatory Affairs

Legal and policy expertise, with a robust portfolio of advising on FDA regulatory compliance for a range of product types.

BRITTANY MILBY Exec. Director of Operations, Regulatory Compliance

LAURA BARTEE Exec. Director of Operations, Regulatory Compliance

ELLEIGH MORRIS Assoc. Director of Operations, Regulatory Compliance & Finance

To enhance the firm's robust quality and compliance services, Greenleaf works with an Independent Contractor Network of additional technical experts who can be deployed to provide on-site services at entities that manufacture FDA-regulated products.



QUALITY & COMPLIANCE SERVICES

Greenleaf offers an enhanced portfolio of services that includes comprehensive on-site compliance assessments, remediation, and inspection readiness, in addition to the firm's core regulatory consulting capabilities.



COMPLIANCE ASSESSMENTS

Greenleaf works with life science entities to evaluate and strengthen compliance functions with an eye toward optimizing processes, mitigating risks, and creating a culture of compliance, while continuing to meet business objectives.



FDA COMMUNICATIONS

Greenleaf's best-in-class experts bring value to any communication with the FDA, including formal regulatory communication, in-person meetings, and responses to compliance actions and regulatory correspondence.



COMPLIANCE REMEDIATION

Greenleaf experts bring an unmatched level of credibility and trust when interacting with the FDA. The team has the experience and insight to successfully guide companies along the remediation pathway.



CONSULTATION, TRAINING & REGULATORY GUIDANCE

Greenleaf delivers insight and guidance that help clients achieve business and regulatory objectives. The team also develops and delivers training on a variety of regulatory subjects.



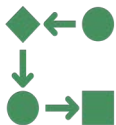
INSPECTION READINESS

Greenleaf experts strengthen clients' readiness for FDA preapproval and surveillance inspections through consulting, training, audits, and mock inspections.



GCP SERVICES

Greenleaf specialists use a risk-based methodology to develop and improve clinical quality systems. Because there is no one-size-fits-all approach to GCP compliance, each solution is built to fit the targeted needs of the client.



SUPPLY CHAIN OPTIMIZATION

Greenleaf uses a systemic approach to help clients strengthen and safeguard the integrity of their supply chain management practices and comply with the regulatory requirements of the Drug Supply Chain Security Act.



CELL & GENE THERAPY

Greenleaf helps sponsors establish manufacturing and quality controls and engage with the FDA to address potential technical and regulatory challenges related to emerging manufacturing technologies.



REMOTE COMPLIANCE SERVICES

Entities regulated by the FDA encounter challenges on a regular basis. But no recent challenge has placed as great of a strain on the life sciences industry as COVID-19.

Greenleaf Health recognizes that quality and compliance activities cannot be stalled. Despite global disruptions in surveillance inspections and other regulatory operations, Greenleaf's work on behalf of our clients continues.

While companies face the complexities of navigating today's challenging public health landscape, Greenleaf and our network of independent compliance experts are prepared to assist clients with the following remote quality and compliance services:

PROCEDURAL & RECORD REVIEW

Comprehensive review of new or revised Standard Operating Procedures (SOPs) for acceptability and compliance with requirements and objective evaluation of selected records (e.g., deviations, nonconformance reports, OOS, complaints) for accuracy, completeness, and compliance with requirements.

CORRECTIVE ACTION ASSESSMENT

Evaluation of responses, corrective action records, and change control records related to issues identified by the client or identified during previous inspections by the FDA and other health authorities, and determination of whether the actions are appropriate, complete, and effective.

ISSUE-SPECIFIC INFORMATION

Review of information relating to a specific issue of interest identified by the client to provide an objective assessment and feedback to help with resolution, documentation, and communication.

DATA & TRENDING REVIEW

Examination of documents and objective feedback on key quality data and metrics, and trending reports prepared for quality or management reviews.

REGULATORY RESPONSE SUPPORT

Objective review and expert guidance on providing effective responses to FDA 483s, warning letters, requests for additional information, and other critical regulatory correspondence.

TRAINING

Live video training on specific topics such as inspection preparedness, design controls, CAPA, etc.



GOOD CLINICAL PRACTICE (GCP) SERVICES

Greenleaf's team of highly experienced specialists uses a risk-based methodology to develop and improve clinical quality systems. Because there is no one-size-fits-all approach to GCP compliance, each solution is built to fit the targeted needs of the client. The Product Quality, Manufacturing, and Compliance Team provides clinical quality and GCP services in the following areas:



COMPLIANCE ASSESSMENTS

Greenleaf works with life science entities to evaluate and strengthen clinical quality systems with an eye toward optimizing processes, mitigating risks, and creating a culture of compliance, while continuing to meet business objectives.



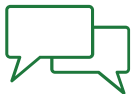
COMPLIANCE REMEDIATION

Greenleaf experts bring an unmatched level of credibility and trust when interacting with the FDA. The team has the experience and insight to successfully guide companies along the remediation pathway.



CONSULTATION, TRAINING & REGULATORY GUIDANCE

Greenleaf delivers insight and guidance that help clients achieve business and regulatory objectives. The team also develops and delivers training on a variety of regulatory subjects.



FDA COMMUNICATIONS

Greenleaf's best-in-class experts bring value to any communication with the FDA, including formal regulatory communications, in-person meetings, and responses to compliance actions and regulatory correspondence.



AUDITING SERVICES

Greenleaf's skilled professionals provide auditing services that include the review and audit of GCP documents, sponsor and laboratory sites, and vendors for areas of nonconformance.



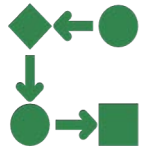
INSPECTION READINESS

Greenleaf experts strengthen clients' readiness for FDA preapproval and surveillance inspections through consulting, training, audits, and mock inspections.



SUPPLY CHAIN MANAGEMENT SERVICES

Guided by decades of regulatory experience, Greenleaf consultants use a systemic approach to help clients strengthen and safeguard the integrity of their supply chain management practices and comply with the regulatory requirements of the Drug Supply Chain Security Act.



GOOD SUPPLY PRACTICES

Greenleaf works with life science entities to evaluate and strengthen good supply practices using a systemic approach to optimizing processes, mitigating risks, and creating a culture of compliance, while continuing to meet business objectives.



RESPONSIVE SERVICES

Greenleaf experts bring an unmatched level of credibility and trust when interacting with the FDA. The team has the experience and insight to successfully guide companies facing compliance issues and addressing potential and actual supply chain breaches.



AUDITING SERVICES

Greenleaf's skilled professionals provide auditing services that include the review and audit of good manufacturing, good distribution, good import/export, and product security practices.



INSPECTION READINESS

Greenleaf experts strengthen clients' readiness for FDA preapproval and surveillance inspections through consulting, training, audits, and mock inspections.



REGULATORY GUIDANCE

Greenleaf delivers insight and guidance that help companies strengthen their supply chains and comply with regulatory requirements included in the Drug Supply Chain Security Act.



CELL & GENE THERAPY SERVICES

CELL & GENE THERAPY TEAM

Greenleaf is comprised of the foremost experts in the regulatory field, including former leaders in the FDA's offices overseeing cell and gene therapies, drugs and biologics, drug product quality, and compliance, as well as medical devices and combination products. The Cell and Gene Therapy Team draws on decades of regulatory experience in senior FDA positions, international public health organizations, academia, and industry.



JOHN TAYLOR

**President and Principal,
Compliance & Regulatory Affairs**

Former FDA senior official, acting in high-profile positions at the Agency and senior leadership roles within industry.



CYNTHIA SCHNEDAR

Principal, Regulatory Compliance

30-year career as a compliance expert; formerly Director of the Office of Compliance for the FDA's Center for Drug Evaluation and Research (CDER).



JOHN JENKINS, M.D.

Principal, Drug & Biological Products

Former Director of the Office of New Drugs within the FDA's Center for Drug Evaluation and Research (CDER).



SANDRA KWEDER, M.D.

Principal, Drug & Biological Products

Former Deputy Director of the FDA's Office of New Drugs and Deputy Director of the FDA's Europe Office and Liaison to the EMA.



KAREN MIDTHUN, M.D.

Principal, Drug & Biological Products

28-year career in public service, including as Director of the FDA's Center for Biologics Evaluation and Research (CBER) from 2009-2016.



WILSON BRYAN, M.D.

Executive VP, Drug & Biological Products

FDA career of 19 years, serving as Director of CBER's Office of Tissues and Advanced Therapies (OTAT) from 2016-2023.



BOB MEYER, M.D.

Principal, Drug & Biological Products

A leader in drug and biological product lifecycle management with 30 years of regulatory and academic leadership.



MADELEINE GIAQUINTO

Director, Regulatory Affairs

Legal and policy expertise, with a robust portfolio of experience advising on FDA regulatory compliance for a range of product types.

CELL & GENE THERAPY SERVICES

Greenleaf assists sponsors of cell and gene therapy products by optimizing FDA interactions, submissions, manufacturing technology, and quality systems. Working cross-functionally, Greenleaf’s experts ensure that clients have the specialized strategic insight and multidisciplinary perspective needed to navigate the rapidly evolving regulatory landscape for cell and gene therapies.

PRODUCT DEVELOPMENT & REVIEW

Greenleaf helps sponsors understand and respond to the FDA requirements and guidance applicable to cell and gene therapies, including aspects of device and combination product regulation when relevant. Our experts specialize in:

- strategic FDA interactions throughout development, including formal meetings
- clinical trial design
- submissions and expedited programs
- FDA review communications and labeling discussions
- postmarket requirements

MANUFACTURING & QUALITY CONTROLS

Greenleaf experts provide clients with strategic and technical support for establishing manufacturing and quality controls and complying with the FDA’s multiple current GXP regulations, in addition to:

- pre- and postapproval inspection readiness
- compliance assessments
- evaluating and responding to FDA regulatory correspondence
- engaging with CBER’s Advanced Technologies Team

RARE DISEASE GUIDANCE

For sponsors developing cell and gene therapies to treat rare and ultra-rare diseases, Greenleaf offers guidance on maximizing trial design using appropriate clinical endpoints and natural history study data in support of efficient product development. Our experts also assist sponsors preparing requests for orphan drug and rare pediatric disease designations.

REGULATORY LANDSCAPE

Greenleaf monitors and analyzes the regulatory environment for emerging trends in cell and gene therapy regulation that could potentially impact current development programs, as well as changes to the competitive landscape.

Our Advisory Services Team also offers focused due diligence and regulatory risk assessment in this space.



REGULATORY POLICY SERVICES

REGULATORY POLICY SERVICES TEAM

Greenleaf's Regulatory Policy Services Team offers a rare blend of perspectives developed as leaders in both the public and private sectors. This wealth of experience equips clients with a trusted partner when seeking guidance on implementing, complying with, and communicating about FDA regulatory policy.

The team's areas of expertise include:

- Insight into FDA regulatory policy, including novel programs
- Regulatory intelligence and scientific policy
- Effective communication on regulatory policy issues
- Product designations and access to expedited programs
- Regulatory issues arising both pre and post market
- Building client capacity and understanding of regulatory policy issues



STEPHEN MASON

Executive Vice President, Regulatory Policy

Accomplished and diverse career of 20+ years specializing in regulatory and legislative policy development and analysis.



SEAN HILSCHER

Vice President, Regulatory Policy

More than years of experience as a consultant and product manager in the international and U.S. health care markets.



TANVI MEHTA

Manager, Regulatory Affairs & Policy

Brings analytical approach to regulatory policy from background in financial services and health care business.



RHONA BANIQUED

Executive Director of Operations, Drug & Biological Products

More than 18 years of private sector marketing and project management experience.

REGULATORY POLICY SERVICES

Regulatory policy is an essential component of the FDA regulatory landscape – it helps shape how regulators make decisions about the development, approval, and marketing of drugs, biological products, medical devices, and combination products. These policy decisions determine the feasibility of the development and use of new technologies and directly affect patient access to medical products.

Greenleaf's regulatory policy services are designed to support the needs of large and small clients as they navigate FDA regulations and regulatory policies. The firm's team of experts works cross-functionally to assist pharmaceutical and biotechnology companies, medical device manufacturers, patient groups, trade associations, and other stakeholders in communicating effectively about FDA regulatory policy issues and in understanding, implementing, and complying with the FDA's regulatory programs.



EXPERT INSIGHT

Greenleaf's well-regarded professionals have each spent decades working in leadership roles at regulatory agencies and within regulated industry. The Regulatory Policy Services Team provides advice and recommendations based on extensive institutional knowledge of the FDA's overarching regulatory approach, as well as deep and granular expertise regarding FDA regulation of medical product types across the product lifecycle.



TARGETED CAPABILITIES

Greenleaf offers unmatched insight on pre- and postmarket regulatory policy issues, product designations, expedited programs, regulatory intelligence, and scientific policy. Clients utilize our depth and breadth of knowledge to understand regulatory policy issues and build their capacity to implement, comply with, and communicate about FDA regulatory policy.



COMPREHENSIVE SERVICES

Greenleaf's regulatory policy services address FDA regulations and regulatory policies to support clients' participation in FDA programs and regulatory compliance and to enhance patient access to innovative medical products.

Comprehensive services include:

- Assistance with designing and implementing regulatory policy strategies to effectively advance priorities
- Guidance on policy issues related to development programs, combination products, submissions for marketing authorization, and the postapproval phase
- Stakeholder engagement and alliance development to achieve regulatory policy goals
- User fee negotiation support, impact assessment, and program development
- Strategic regulatory guidance for sponsors seeking access to FDA programs and designations, including orphan drug, breakthrough therapy, RMAT, and other expedited pathways
- Advice on incorporating novel tools and approaches into development programs

A black and white photograph of three people in an office. On the left, a man in a light-colored shirt is seated and looking towards the center. In the middle, a woman with blonde hair is seated and smiling. On the right, a woman with glasses and a dark blazer is seated and smiling. They are gathered around a table with papers and a pen holder. A large green semi-transparent banner is overlaid across the middle of the image.

ADVISORY SERVICES

ADVISORY SERVICES TEAM



Greenleaf's team of advisors offers a rare blend of perspectives developed as leaders in both the public and private sectors. This wealth of experience informs Greenleaf's understanding of the broad life sciences industry and enables us to deliver valuable insight throughout the product lifecycle.



BRIAN CORRIGAN

EVP, Regulatory Policy

15+ years in the biopharmaceutical industry focused on regulatory policy development and strategic clinical development support.



JOHN TAYLOR

President and Principal, Compliance & Regulatory Affairs

Former FDA senior official, acting in high-profile positions at the Agency and senior leadership roles within industry.



JOHN JENKINS, M.D.

Principal, Drug & Biological Products

Former Director of the Office of New Drugs within the FDA's Center for Drug Evaluation and Research (CDER).



BOB MEYER, M.D.

Principal, Drug & Biological Products

A leader in drug and biological product lifecycle management with 30 years of regulatory and academic leadership.



KAREN MIDTHUN, M.D.

Principal, Drug & Biological Products

28-year career in public service, including as Director of the FDA's Center for Biologics Evaluation and Research (CBER), 2009-2016.



DANIEL SCHULTZ, M.D.

Principal, Medical Device & Combo. Products

35-year career includes service as a physician and as Director of the FDA's Center for Devices and Radiological Health (CDRH).



DAVID ELDER

Principal, Regulatory Compliance

23-year veteran of the FDA, with prominent roles in domestic and foreign inspections, recalls and emergencies, and compliance actions.



SANDRA KWEDER, M.D.

Principal, Drug & Biological Products

Former Deputy Director of the FDA's Office of New Drugs and Deputy Director of the FDA's Europe Office and Liaison to the EMA.



CYNTHIA SCHNEDAR

Principal, Regulatory Compliance

30-year career as a compliance expert; formerly Director of the Office of Compliance for the FDA's Center for Drug Evaluation and Research (CDER).



KALAH AUCHINCLOSS

EVP, Regulatory Compliance

More than 15 years of experience on Capitol Hill, in the private sector, and at the FDA, including role as Deputy Chief of Staff.



MAURA NORDEN

EVP, Medical Device & Combo. Products

15 years of experience advising FDA-regulated entities, investors, and public health organizations on a broad range of FDA regulatory matters.



MARK KRAMER

EVP, Medical Device & Combo. Products

17-year FDA career includes establishing and directing the Office of Combination Products and leading interdisciplinary review teams in CDRH.



ADVISORY SERVICES

Greenleaf's in-depth knowledge and understanding of the FDA equips clients with a trusted partner when considering life sciences transactions. Greenleaf's advisory services are more than a compilation of public data. Greenleaf goes a step further by using the firm's vast institutional knowledge to provide in-depth analyses tailored to our clients' specific needs.

The firm's multidisciplinary team uses its extensive expertise to perform risk assessments that take into account business objectives, transaction timelines, and the industry landscape. The end result is an unbiased analysis identifying a target company's key regulatory risks, likelihood of the risks materializing, potential impact on the business, and opportunities to manage and mitigate risks in order to achieve desired regulatory outcomes. Greenleaf's comprehensive due diligence services evaluate a company's pipeline, or a specific asset, in the following areas:



PRODUCT DEVELOPMENT & REVIEW

Analysis of the target company's regulatory filings and product development plans, including approvals and clearances, special designations, advisory committee decisions, labeling review, and investigational products.



QUALITY MANUFACTURING

Assessment of the target company's manufacturing practices, compliance with quality system regulations (QSRs), good manufacturing practices (GMPs), and identification of inconsistencies that may affect the regulatory risk of a product or the company.



IDENTIFICATION OF REGULATORY RISK

Evaluation of the target company's compliance with FDA regulations and identification of issues that may require attention and resources for remediation.



DIGITAL HEALTH SERVICES

DIGITAL HEALTH SERVICES TEAM



Greenleaf Health serves as a trusted partner to both large and small clients developing and commercializing innovative digital health technologies as they navigate the complex landscape of FDA regulations and policies. The firm's team of experts provides guidance to medical device and combination product manufacturers, pharmaceutical and biotechnology companies, trade associations, and other stakeholders implementing and complying with the FDA's digital health requirements.



DANIEL SCHULTZ, M.D.

Principal, Medical Device & Combination Products

Distinguished 35-year career includes service as Director of the FDA's Center for Devices and Radiological Health.



MAURA NORDEN

EVP, Medical Device & Combination Products

15 years of experience advising leading medical device and drug companies on FDA regulatory matters.



BRIAN CORRIGAN

EVP, Regulatory Policy

15+ years in the biopharmaceutical industry focused on regulatory policy development and strategic clinical development support.



KALAH AUCHINCLOSS

EVP, Regulatory Compliance

More than 15 years of experience on Capitol Hill, in the private sector, and at the FDA, including role as Deputy Chief of Staff.



SEAN HILSCHER

VP, Regulatory Policy

More than 10 years of experience as a consultant and product manager in the international and U.S. health care markets.



MARIA BONNER

VP, Regulatory Compliance

Policy and legal experience in both the public and private sectors provides deep understanding of regulatory policy.

DIGITAL HEALTH AREAS OF EXPERTISE



Greenleaf's digital health clients vary greatly in nature, scope, and levels of experience. Because there is no one-size-fits-all approach, each solution is built to fit the targeted needs of the client. Greenleaf regularly provides expertise to the following types of clients:



Start-up and mid-sized software companies developing digital health mobile apps



Drug companies entering the digital health space to enhance the patient or health care provider experience of their products



Diagnostic testing companies developing applications to read diagnostic test results



Consumer product companies entering the digital health space with limited FDA regulatory experience



Health policy and research organizations developing, tracking, and responding to digital health policies, legislation, and initiatives



Investors identifying and evaluating regulatory risks in potential digital health investments



Trade associations and global drug and medical device companies developing digital health policy strategies



Artificial intelligence (AI) program developers seeking FDA regulatory insight and clarity



Telehealth companies partnering with clinical practitioners and life science companies to offer online access to medical products



Drug and device companies using digital tools to conduct decentralized clinical trials

DIGITAL HEALTH SERVICES



The combined knowledge and substantial qualifications of the Greenleaf team ensure best-in-class insight for companies navigating digital health regulations. Greenleaf offers the following digital health-focused services:



REGULATORY STRATEGY & COMPLIANCE

Provide insight, clarity, and strategic consultation on digital health topics

- Advise clients on FDA regulatory policies, programs, and procedures, including questions related to jurisdiction to regulate, device classification, and potential pathways to market
- Partner with clients to design strategies for product development and premarket review
- Assist with marketing application preparation and submission
- Provide advice regarding FDA communications, including compliance and regulatory correspondence
- Advise on FDA labeling and postmarket safety requirements



ADVISORY SERVICES

Assist entities involved in digital health technology investments and transactions

- Perform due diligence and regulatory risk assessments of potential targets
- Advise investors on opportunities to manage and mitigate risks in order to achieve desired regulatory outcomes
- Research and analyze regulatory data sources



REGULATORY POLICY

Help clients keep pace with developments and navigate the emerging regulatory landscape

- Identify novel regulatory tools and approaches to optimize the development process
- Support clients in structuring their regulatory policy capabilities to effectively advance priorities
- Design and implement strategies that engage stakeholders, leverage alliances, and advance regulatory policy

A black and white photograph of four women sitting around a conference table in a modern office. The woman on the far left is wearing glasses and a light-colored top, gesturing with her hands while speaking. The woman next to her is wearing a dark top and is smiling. The woman on the far right is also smiling and looking towards the speaker. The fourth woman, partially visible on the right edge, is wearing a dark top and a large necklace. A green semi-transparent banner is overlaid across the middle of the image, containing the text 'COSMETICS REGULATORY SERVICES' in white capital letters.

COSMETICS REGULATORY SERVICES

COSMETICS REGULATORY SERVICES TEAM

Greenleaf experts draw on decades of FDA and industry experience to provide best-in-class insight on all aspects of the FDA's regulation of cosmetics. Our wide-ranging expertise enables us to advise companies:

- entering the cosmetics space with limited FDA regulatory experience and/or knowledge;
- with existing products in the cosmetics space, that now need to interpret and comply with new FDA regulatory requirements under the Modernization of Cosmetics Regulation Act;
- marketing cannabis-derived consumer products (e.g., CBD-containing products) in the cosmetics space; and
- marketing novel products, such as innovative products or combination products that include a cosmetic with an over-the-counter drug or device, that are seeking assistance in complying with the most appropriate regulatory framework.



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**President and Principal,
Compliance & Regulatory Affairs**
Former FDA senior official, acting in high-profile positions at the Agency and senior leadership roles within industry.



KALAH AUCHINCLOSS

EVP, Regulatory Compliance
More than 15 years of experience on Capitol Hill, in the private sector, and at the FDA, including role as Deputy Chief of Staff.



LIZ OESTREICH

SVP, Regulatory Compliance
Diverse background provides critical expertise within legal, public policy, regulatory advocacy, and non-profit sectors.



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Director, Regulatory Affairs
Legal and policy expertise, with a robust portfolio of experience advising on FDA regulatory compliance for a range of product types.



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Principal, Regulatory Compliance
30-year career as a compliance expert; formerly Director of the Office of Compliance for the FDA's Center for Drug Evaluation and Research (CDER).



MAURA NORDEN

**EVP, Medical Device &
Combination Products**
15 years of experience advising leading medical device and drug companies on FDA regulatory matters.



SAMANTHA EAKES

VP, Regulatory Affairs
Master's in Public Health from the Boston University School of Public Health provides critical public health, advocacy, and regulatory knowledge.

COSMETICS REGULATORY SERVICES



Greenleaf provides guidance to cosmetics and aesthetic product manufacturers, beauty and personal care product companies, trade associations, and other stakeholders implementing and complying with FDA regulations and policies under the Federal Food, Drug, and Cosmetic (FD&C) Act, including new requirements stemming from the Modernization of Cosmetics Regulation Act (MoCRA), the Federal Fair Packaging and Labeling Act, and related statutes and regulations. Our services include:



REGULATORY POLICY

Helping clients keep pace with, and better navigate, the emerging regulatory landscape

- Advising clients on new FDA rules and reports mandated by MoCRA and their underlying impact on the broader regulatory framework
- Providing regulatory intelligence gathering and supporting clients in developing and implementing regulatory policy capabilities and strategies to effectively advance their priorities
- Identifying opportunities for clients to engage with the FDA and other stakeholders and leverage alliances to influence regulatory policy



REGULATORY STRATEGY & COMPLIANCE

Working with clients to clarify and support compliance with the regulatory requirements for consumer products marketed in the cosmetics space

- Providing guidance on FDA regulatory policies, programs, and procedures, including advising on the anticipated FDA jurisdictional determination for the product
- Advising on all aspects of MoCRA, including:
 - New marketing, facility registration, and product listing requirements
 - Small business accommodations under MoCRA
 - FDA's expanded enforcement authorities under MoCRA, and relevant FDA enforcement trends
- Providing compliance services, such as:
 - Helping clients understand applicable FDA manufacturing and quality controls, including GXP regulations for cosmetics
 - Conducting compliance assessments and gap analyses of manufacturing and quality practices and systems, and providing inspection readiness services
 - Assistance evaluating and responding to FDA communications related to enforcement actions and other regulatory correspondence
- Advising on FDA labeling requirements and product claims made on packaging and marketing materials
- Counseling on postmarket safety and reporting requirements



LITIGATION SUPPORT SERVICES

LITIGATION SUPPORT SERVICES NETWORK

The combined capabilities of Greenleaf professionals and our firm's network of FDA experts offer litigators enhanced guidance when grappling with FDA regulatory issues.



MAURA NORDEN

EVP, Medical Device & Combo. Products General Counsel

15 years of experience advising FDA-regulated entities, investors, and public health organizations on FDA regulatory matters.



KALAH AUCHINCLOSS

EVP, Regulatory Compliance Deputy General Counsel

15+ years of experience on Capitol Hill, in the private sector, and at the FDA, including role as Deputy Chief of Staff.



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35-year career includes service as Director of the FDA's Center for Devices and Radiological Health (CDRH).



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Principal, Regulatory Compliance

23-year veteran of the FDA, with prominent roles in domestic and foreign inspections, recalls and emergencies, and compliance actions.



HEATHER ROSECRANS

EVP, Medical Device & Combo. Products

One of the nation's leading 510(k) experts, with an FDA career that spanned more than 30 years.



MARK KRAMER

EVP, Medical Device & Combo. Products

17-year FDA career includes establishing and directing the Office of Combination Products and leading interdisciplinary review teams in CDRH.



KATHERINE MUELLER

Deputy General Counsel

10+ years of legal experience in the private sector, including national litigation management and guidance risk mitigation.



MARIA BONNER

VP, Regulatory Compliance

Policy and legal experience in both the public and private sectors provides deep understanding of regulatory policy.



SAMANTHA EAKES

VP, Regulatory Affairs

Master's in Public Health provides critical public health, advocacy, and regulatory knowledge.



MADELEINE GIAQUINTO

Director, Regulatory Affairs

Legal and policy expertise, with a robust portfolio of experience advising on FDA regulatory compliance for a range of product types.

LITIGATION SUPPORT NETWORK

Greenleaf's litigation support capabilities include an outside network of experienced and knowledgeable FDA experts who were thoughtfully selected by Greenleaf and are adept at advising litigators representing FDA-regulated clients.

LITIGATION SUPPORT SERVICES



In legal actions involving FDA-regulated entities, complex FDA regulatory issues are often critical components of disputes.

Greenleaf's deep bench and network of experienced and knowledgeable FDA experts can advise litigators grappling with FDA regulatory issues and provide authoritative, objective expert opinions that may make a difference in how disputes are resolved.

Greenleaf and our network of experts work closely with litigators representing FDA-regulated clients in a wide array of disputes related to medical devices, drug and biological products, and product quality, manufacturing, and compliance.

Greenleaf is a regulatory consulting firm and does not provide legal advice or legal services.



EXTENSIVE KNOWLEDGE

Greenleaf and our network of experts can offer litigators a high-level institutional knowledge of the FDA as well as more granular expertise regarding FDA regulation of a variety of medical product types across the product lifecycle. Greenleaf's well-regarded professionals have spent decades working at the FDA in senior positions, allowing them to render thoughtful advice and authoritative opinions.



TARGETED EXPERTISE

The Greenleaf team and network have extensive, in-depth expertise regarding medical product development and the premarket review process, as well as manufacturing, product quality and safety, compliance, and enforcement of all FDA-regulated products. Our experts have the knowledge, qualifications, and experience required to explain and clarify these and other issues to our clients, the courts, or juries and are credible, persuasive expert witnesses.



COMPREHENSIVE SERVICES

Greenleaf and our network have experience advising litigators on the nuances of FDA regulation, preparing expert declarations or reports, and testifying during depositions and at trial. Greenleaf's team has worked with litigators engaged in a variety of disputes, including complex commercial litigation, unfair competition and false advertising cases, intellectual property litigation, product liability class actions, and securities class actions.

OUR EXPERIENCE.
YOUR SUCCESS.