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King & Spalding's Women's Health Initiative Targets Client Need

King & Spalding is attempting to seize upon a moment of growth in the global market for women's health products with an unusual cross-practice effort to shape its client service in the health care space.

Big Pharma and medical device-maker clients are devoting more research funding to women's health products, say partners involved in a new marketing initiative designed to build King & Spalding's reputation as a one-stop shop for women's health care defense work. This funding, they say, has in turn has spurred new interest from regulators like the U.S. Food and Drug Administration.

All told, the global women's health market is poised to exceed \$54 billion by 2026, one recent [study](#) found. The growth has been spurred by a recognition of unmet pharmaceutical needs for an aging population—especially for elderly women.

The women's health market includes products that address health issues related to women specifically, like drugs for menopause-related conditions. It can also include products sold primarily to women though not associated directly with the women's health market, like sunscreen.

"This is what our clients are focused on. They see the market there, and we need to be responsive to that," said [Geoffrey Drake](#), co-chair of the firm's pharmaceutical and medical device litigation team.

Attorney-Grown The initiative arose directly from King & Spalding attorneys who were considering firm strategy during a January partner retreat on the Southern California coast.

"When this idea came up, I really grabbed onto it," said FDA and life sciences practice partner [Lisa Dwyer](#). "We see enormous growth opportunities in this space."

The plan now, say Drake, Dwyer, and product liability litigation partner [Robert Friedman](#)—the partners spearheading the initiative—is to better tout the team program they've developed through a range of aggressive "thought leadership" exercises. These will include [columns](#), webinars, and panel discussions discussing a range of women's health care topics.

In addition, the firm soon will be rolling out a new website, linked to each pertinent practice group page, to show the firm has a broad team in place.

Partners already have begun to gain new business from existing clients through intra-firm referrals, they say. This has occurred as they've built more connections within the firm around women's health and taken

a more comprehensive approach in offerings for prospective clients.

The firm has developed deep experience at all product lifecycle phases, the attorneys say—from clinical trials and interactions with the FDA; to post-market reaction, including patent infringements and other intellectual property matters; to possible product liability litigation and Capitol Hill inquiries. Partners say King & Spalding has been building such strengths since defending clients in breast implant litigation in the 1990s.

None of that is to mention corporate, merger and acquisition, and healthcare provider issues that can arise for clients.

Although King & Spalding leaders offered "so much support, so quickly," said Dwyer, they have not committed to setting up a formal new practice group, or put aside funds to hire new laterals, the partners said. This is in part because the firm already possesses the resources, including hundreds of attorneys across the firm's many offices who touch on related matters, they said.

Yet the partners are quick to note that theirs is unlike other law firm marketing campaigns cooked up by firm marketers or business development pros. The women's health initiative is instead "lawyer-instigated, lawyer-driven," said Friedman.

Holistic Approach Women's health care includes a wider range of prescription drugs, devices, and over-the-counter remedies and health safety products that one might initially think.

They include drugs and other products designed specifically for women's bodies, but also opioids, antidepressants, migraine medicines, and anti-aging products—all products disproportionately used by women.

King & Spalding represents several large pharmaceutical and device-maker clients, including TherapeuticsMD, Galderma, Johnson & Johnson, and GlaxoSmithKline, according to the firm, which boasts that the comprehensive advice it's able to offer to clients is unique in the legal industry.

Without going into client-specific detail, the firm said that in recent years it has protected patents associated with innovator drugs that affect women's health; responded to FDA warning letters and citations; and navigated mergers and acquisitions.

To be sure, other major law firms offer some of the services that King & Spalding does around women's healthcare.

Reed Smith, for example, hosts a drug and device law [blog](#) and boasts a well-regarded product liability team. Hogan Lovells, Ropes & Gray, and K&L Gates are likewise known for their healthcare practice groups.

King & Spalding partners involved in the women's health initiative say that what sets them apart is their integrated approach and their decades of experience.

The initiative "allows us to look at problems with a more holistic lens," said Dwyer.

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