



Corporate Compliance Programs

Customer Value Perception

José Ramos, MD

11th International Pharmaceutical and Medical Device Compliance Congress

May, 16th - 2017

Our objective...

As Business Corporation

As Pharma Business



- HCP, HCOs and Industry mutually-dependent (complex) relationships ¹
- Trust, Confidence and Reliability are key to achieve Pharma Industry goals in providing healthcare solutions to patients in partnership with HCPs, HCOs, etc.

¹ See *CONFLICT OF INTEREST IN MEDICAL RESEARCH, EDUCATION, AND PRACTICE 170-75* (Bernard Lo & Marilyn Field eds., 2008) (documenting these relationships); Eric Campbell et al., *A National Survey of Physician-Industry Relationships*, 356 *NEW ENG. J. MED.* 1742, 1746-47 (2007)

Our Objectives



What it is perceived?

- Are Compliance Programs and Industry Codes perceived as Customer Value Added?
- Do we know how to translate “COMPLIANCE” as Customer Value Proposition?

Are Compliance Programs part of a “POSITIVE” Customer Experience ?

