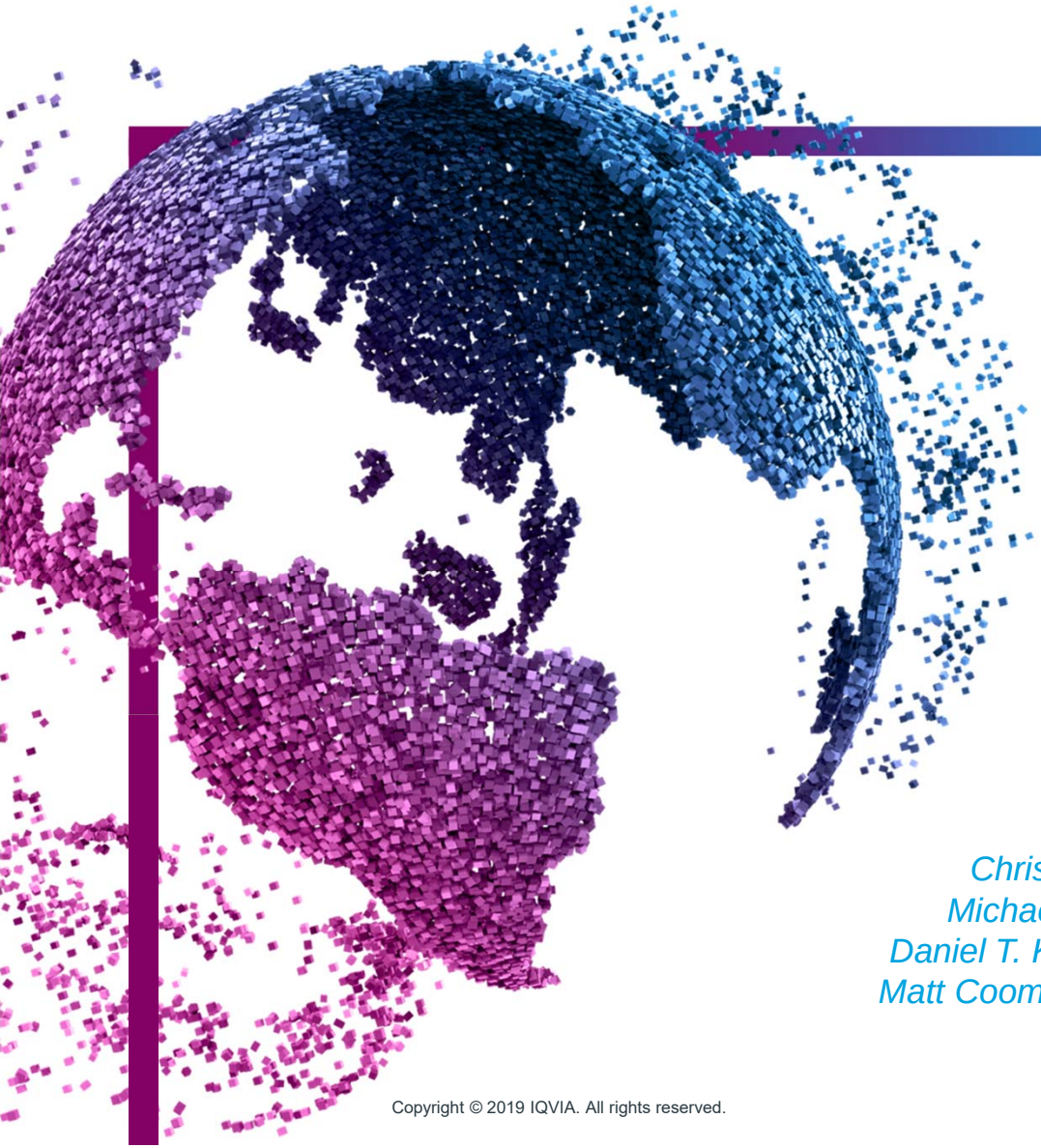

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Mini-Summit 9: Improving the Future of Compliant HCP Engagements

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Improving the Future of Compliant HCP Engagements

The objective of this session is to discuss how we can improve the way compliance and the business work together to help drive successful compliant HCP engagements

During this session, we are going to focus on the following areas:

- Future of Engagements
- Accountability & Conflict of Interest
- Best Practices & Systems
- Cross Border Management
- Data Intelligence
- Global
- Emerging Trends

Improving the Future of Compliant HCP Engagements

- **Future of Engagements.** The topic of this panel discussion is “Improving the Future of Compliant HCP Engagements”. What’s your vision on that future? What would be your ideal world of engagements? Merging of compliance and CRM systems?
- **Accountability.** The overall trend in compliance for the last couple of years is the transition from Compliance being the “watchdog” of the business to being more of a “partner” of the business, whereas the business becomes accountable for the compliance of its stakeholders, while compliance is seen as a resource to facilitate compliant conduct. The same holds true for how we manage our HCPs. First of all, who do you think should be accountable for what our HCPs do, who should manage the risks? Compliance or the Business? And secondly, what are some of the tactics you have used to partner with the business around their interactions and management of HCPs?
  - **Sub-question: Conflict of interest.** There’s no question about it: HCP engagements need to be compliant with regulations and codes, and adhering to these compliance rules is regarded as a burden by the Business, when their focus is on trying to improve their interactions with HCPs. This seems to be a conflict of interest, but is it? New ways of engaging HCPs can be discovered with greater efficiency and effectiveness - can Compliance and the Business shake hands to both achieve their objectives and partner more?
- **Best Practices & Systems.** What systems are in place to properly document, manage and assess HCP management? How are they best used to manage risk and enhance efficiencies? How are you managing things like spend caps when you have to deal with thousands and thousands of HCPs? What are the differences between smaller and larger companies? Med Device vs. Pharma/Biotech?

Improving the Future of Compliant HCP Engagements

- **Cross-border Management.** One of the biggest risks and more difficult things to do, is manage the cross border use of HCPs. What are some strategies for doing this effectively and efficiently?
- **Data intelligence.** If the engagement process is properly administrated and preferably this administration is done digitally, can a positive side-effect be created by using the engagement data as intelligence both by the Business and Compliance? Learn when and how HCPs are being utilized? Monitoring and auditing activities?
- **Global.** Most Pharma, Biotech and MedTech companies operate internationally. To align processes across the countries is a big challenge. Sometimes local affiliates have their own “system” in place (could be excel) and have their own local SOPs. Having the affiliates change could be an challenge in itself – do you have advice for global compliance departments on how to cope with this?
- **Emerging Trends.** One of the emerging trends in the industry is the shift or broadening of risk across the healthcare spectrum. While in the past, life science companies were mainly responsible for the conduct of HCPs (e.g. off-label communication), we are starting to see in some markets a shifting of accountability towards HCPs. What, if anything, are we doing to protect and inform our customers about this risk? Should we be? And what are some ideas of the best way to do this?