Agenda

Introductions
Industry Landscape
The Challenge
Solution Overview
Business Outcome
Introductions

Bio’s

Iain Holloway-McLean, Global Lead, HCP Engagement GSK - 15 years within the Pharmaceutical industry has provided Iain with a breadth of experience and depth of knowledge in medical affairs, communications, and opinion leader management & development. He has a strong project management background, leading the simplification, improvement, and implementation of HCP engagement process and interfaces incorporating additional aspects of Medical Affairs. Currently he holds the position of Director and Global Lead providing leadership and expertise in global HCP engagement; promoting process improvement, collaboration and expansion of corporate alignment throughout global business units; focusing on harmonisation and the creation of global solutions whilst recognising the regional diversity of requirements.

Wayne Baker, SVP & Chief Sales Officer, AHM - Since joining AHM in April 2002, Mr. Baker has consulted with many leading companies in the healthcare products marketplace and has secured new client partnerships that have delivered superior business value and unmatched results. During this time, Wayne has played a significant leadership role in establishing AHM as the undisputed industry leader in managing compliant interactions with Health Care Professionals. He is currently responsible for World Wide Sales at AHM, identifying and managing business and product opportunities to meet the evolving global requirements of the pharmaceutical, biotechnology and medical device industries.
Agenda

Introductions
Industry Landscape
The Challenge
Solution Overview
Business Outcome
International Markets are Increasingly Regulated

International regulatory environments are increasing and adopting similar compliance thresholds across markets.

<table>
<thead>
<tr>
<th>Year</th>
<th>Vermont Federal (OIG)</th>
<th>D.C.</th>
<th>Maine</th>
<th>West Virginia</th>
<th>California</th>
<th>D.C.</th>
<th>West Virginia</th>
<th>UK (ABPI)</th>
<th>Belgium</th>
<th>Massachusetts</th>
<th>D.C.</th>
<th>Nevada</th>
<th>EFPIA</th>
<th>Federal (Sunshine)</th>
<th>Connecticut</th>
<th>Colorado</th>
<th>EU (ABPI)</th>
<th>JPMA</th>
<th>EFPIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- International
- U.S.
Adoption of expert engagement best practices globally

- **System of record**
- **Compliance controls**
- **Compliance tracking**
- **Automated approvals**
- **Consolidated data**
- **Attendance capture**
- **Real-time reporting**
- **Business analytics**

- **Centralized payments**
- **Fair market value**
- **Compliance controls**
- **Compliance tracking**
- **Timely payments**
- **Consolidated data**
- **Accurate reporting**

- **Consistent interactions**
- **Customer service**
- **Confirmation**
- **Contracting**
- **Travel logistics**
- **Compliance controls**
- **Compliance tracking**

- **Event logistics**
- **F&B management**
- **Compliance controls**
- **Compliance tracking**
- **Consolidated data**
- **Real-time reporting**
- **Cost containment**

**Efficiencies • Automation • Cost Savings • Compliance Controls**

- **Less Mature**
- **Process Change**
- **Mature**
Agenda

Introductions
Industry Landscape
The Challenge
Solution Overview
Business Outcome
The Challenge

Managing Global Expert Engagements

- Business Intent
- Engagement Execution
- Non-aligned Approach
- Compliance Requirements

- Financial
- Governance
- Regulations
- Contractual

Inconsistent Application

Lack of Controls

Need for Strategic Intent

Financial Management

- Business Intelligence
- EE/HCP Selection
- Needs Assessments
- Maximise Efficiencies
- Minimise Costs

- Fair Market Value
- Cap Management
- Global Payments
- Transparency & Disclosure
### Key Drivers

**Managing Global Expert Engagements**

<table>
<thead>
<tr>
<th>Key Drivers—administrative efficiency, automation, cost savings, compliance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce time spent on administrative work</td>
</tr>
<tr>
<td>• Engagement coordination and support</td>
</tr>
<tr>
<td>• Single system for post-event close-out (financial capture, HCP capture &amp; expert evaluation)</td>
</tr>
<tr>
<td>• Efficiency in approval routing and workflow management</td>
</tr>
<tr>
<td>Solution becomes single source record for Expert events</td>
</tr>
<tr>
<td>• Empowers LOCs and Business Units</td>
</tr>
<tr>
<td>• Allows for Business Analysis and Reporting</td>
</tr>
<tr>
<td>Improved financial control related to Expert engagements</td>
</tr>
<tr>
<td>• Cost containment of technology and resource expenditures</td>
</tr>
<tr>
<td>Greater compliance controls pre and post event</td>
</tr>
<tr>
<td>• Rigorously planned in accordance with regulatory and client requirements</td>
</tr>
<tr>
<td>• Comprehensive review of data post event</td>
</tr>
</tbody>
</table>
Agenda

- Introductions
- Industry Landscape
- The Challenge
- Solution Overview
- Business Outcome
Multi-Stakeholders

Objectives

Centralizing the engagement of Global Experts – Compliance/Consistency/Coordination

Home Market
- Awareness
- Transparency
- Governance
- Compliance
- Consistency

External Expert
- Coordination
- Efficiency
- Consistency
- Professionalism

Host Market
- Appropriateness
- Efficiency
- Coordination
- Compliance
- Consistency

Stakeholder Requirements
Cross-Market Engagements

Centralising the engagement of Global Experts – Compliance/Consistency/Coordination

Compliance
- Appropriate documentation and approval of Needs Assessment
- Recognition & Adherence of Global Policies and associated regional variations
- Financial Management and Transparency

Consistency
- External & Internal Communications – Single Points of Contact
- Aligned management of EE/HCPs – One Corporate Way
- Contracts & Fair market value

Coordination
- Scheduling (Corporate and EE/HCP)
- Prioritisation of EE/HCP engagements
- Logistical support for travel and visas
- Reduction of administrative burden

The process created needs to maximise internal compliance, consistency and coordination and ensure Pharma is positively perceived externally. This also provides appropriate safeguards within activities to ensure compliance with both internal and external regulations.
## Cross-Market Engagements

### Core Components – 3Cs

### Compliance

<table>
<thead>
<tr>
<th>Effective &amp; Proactive Compliance Controls - Policy, Regulations, incl. ABAC and ABPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>System configured so that it presents only “compliant choices” to the host; effectively “preventing non-compliance” before it can occur</td>
</tr>
</tbody>
</table>

**Centralized system**
- Complete event information is available through secure web-based system (PFX)
- Enables detailed needs Assessment and Selection Criteria to be documented
- System is entirely digital - no paper-based records required

**Controlled, auditable systems and processes**
- Captures and Archives all financial and attendance data
- Supports Transparency/Disclosure initiatives
- Replaces manual or other inefficient payment methods
- Supports existing payment requirements
Cross-Market Engagements

Core Components – 3Cs

Consistency

Procedures & Process
- Single source for all Global EE/HCP Engagements
- Leveraging proven Expert Engagement processes and technology
- Automated request routing to enable appropriate approval/authorisation through Medical affiliates, with automated confirmations and alerts.

Collaboration
- Improved Customer Service to Global Experts through consistent approach and central points of contact

Financial Transparency
- Single system for Managing and Executing Payments, without burden of housekeeping Expert “supplier” records
- Managed Financial reporting within Market (Host) and cross-Market (Home)
Cross-Market Engagements

Core Components – 3Cs

Coordination

**Increased efficiencies and effectiveness**

**Focus with expense and technology cost containment**
- Empowers Hosts to focus on Program objectives and day-to-day responsibilities, rather than the administrative and compliance burden
- Reduction in 3rd Party vendors for program planning and effective coordination with others

**Workflow**
- Efficiency in approval routing and workflow management
- End-to-end event coordination and support
- Knowledgeable and experienced team to get results in the shortest period of time by leveraging and supporting existing relationships

**Accessibility**
- Real-time visibility to program status and progress
Technology-enabled Services Solution

### Key Features

- Centralised web-based system for all Global/Regional/Local Expert requests
- Automated request routing to Medical Program Approvers for authorisation, with automated confirmations and alerts
- Capture of HCP Identification & Selection Rationale
- FMV Proposal in-line with defined activities
- Documentation & record of required services/activities
- Programme Closeout consisting of Certification of work performed, evaluations and expense capture
- Real-time visibility to Global Expert program status and progress

### Key Benefits

- Ensuring each program is fully compliant before it occurs, in-line with all internal and external codes of practice and Country regulations.
- Controlled auditable systems and processes
- Ensuring fee-for service payments are based on applicable market(s) fair market value (FMV) principles
- Capturing all financial and attendance data for every program
- Increased efficiency and effectiveness of program management processes
- Cost containment on program costs and expenses through logistical and travel arrangements
- End-to-end event coordination and support resulting in reduced time spent on administrative work
External Expert Engagement Site Home Page

Quick and easy online programme request submission

Real-time visibility to programme status and progress, updated to reflect key milestones of your programme

Access to supporting guidance and documentation and required forms

Programme quick search
Identification and Rationale for EE/HCP

Agency Management Options
Multiple Expert Submission
Predefined Selection Criteria
FMV Proposal.
Documentation of Services Required

- Multiple events within Programmes
- Specific Criteria of Activities
- Record of Objectives and Rationale

Options for Additional Services or Requirements
- Clear Identification of Services Requested
Programme Close-Out

Step 3. Onsite Expenses by the Host

IMPORTANT: Your Expert cannot be paid any Fee/Compensation until this completed form is received by AHM.

In order to comply with external financial disclosure and tracking requirements, please provide full details of the onsite costs that have been incurred. Please enter details associated with all Expense Types listed in the following table. If no expense has been incurred, please provide certification below.

☐ I certify no Expert spend has been incurred by GSK for any of the listed expense types.

<table>
<thead>
<tr>
<th>Expense Type</th>
<th>Spend Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Select an Expense Type]</td>
<td>[Date]</td>
<td>[Amount]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Currency Type</th>
<th>Associate Expense To</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Select a Currency Type]</td>
<td>[Select an Expert]</td>
</tr>
</tbody>
</table>

Add Expense

Expense successfully created.

<table>
<thead>
<tr>
<th>Expense Type</th>
<th>Spend Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Select an Expense Type]</td>
<td>[Date]</td>
<td>[Amount]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Currency Type</th>
<th>Associate Expense To</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Select a Currency Type]</td>
<td>[Select an Expert]</td>
</tr>
</tbody>
</table>

Expenses entered: 1

Previous 1 of 1 10 per page

Step 4. Close-Out Certification

CERTIFICATION

☐ I certify that this programme did NOT take place, but all known expenses associated with the Expert have been disclosed in this programme close-out and in accordance with the Contract/Agreement. I also certify that the evaluation of the Expert and Programme is correct.

<table>
<thead>
<tr>
<th>Expense Type</th>
<th>Spend Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Expenses/Incidentals</td>
<td>12/11/2012</td>
<td>15.0</td>
</tr>
</tbody>
</table>

Previous 10 per page

Step 4. Close-Out Certification

CERTIFICATION

☐ I certify that this programme has taken place and the Expert provided the service in accordance with the Contract/Agreement. I also certify that the evaluation of the Expert and Programme is correct and all known expenses associated with the Expert have been disclosed within this programme close-out.

Previous 10 per page

Certification of Work Performed
Direct Reference to Contractual Agreement
Permits Facilitation of Payments
Implement a technology-enabled services solution to integrate and manage compliance guidelines and client-specific policies and business rules for each HCP interaction.

- Global access requirement
- Initiation of activity within the online system
- Facilitate approvals
- No paper records exist

- Host Medical approval
- Home Medical approval
- Appropriateness
- EE/HCP below cap
- EE/HCP not “Excluded”
- eEligibility
- FMV
- EE/HCP contracted
- EE/HCP briefed

- Government approval (as required)
- Communicate with all participants
- Logistical Services
- Secure Visa (as required)
- Project Coordination
- EE/HCP Liaison

- Certify EE/HCP provided services
- EE/HCP invoicing
- EE/HCP expense forms on record
- Payment for services
- Validate costs against reported EE/HCPs

- Closure of activity in the online system
- HCP reporting
- Complete activity costs
- Performance evaluations
- Invoicing and LOC cross-charge management
- Host and Home market reporting

Industry regulations, policies, business rules, and compliance guidelines
Agenda

Introductions
Industry Landscape
The Challenge
Solution Overview
Business Outcome
Business Outcome

Delighted Stakeholders

Centralizing the engagement of Global Experts – Compliance/Consistency/Coordination

Home Market
- Awareness
- Transparency
- Governance
- Compliance
- Consistency

External Expert
- Coordination
- Efficiency
- Consistency
- Professionalism

Host Market
- Appropriateness
- Efficiency
- Coordination
- Compliance
- Consistency

Pharma Industry Alignment and Approach

Stakeholder Requirements

Global Regulatory and Government Requirements
## Successful Implementation of Global Standard

### Business Outcomes

<table>
<thead>
<tr>
<th>Effectively Manage “Total Cost of Ownership”</th>
</tr>
</thead>
<tbody>
<tr>
<td>▶ Deliver on 3Cs (or other defined set of business objectives)</td>
</tr>
<tr>
<td>▶ Ability to increase proactivity &amp; controls</td>
</tr>
<tr>
<td>▶ Scalability to support and adapt to continuously changing landscape</td>
</tr>
<tr>
<td>▶ Opportunity to support additional stakeholders</td>
</tr>
<tr>
<td>• Industry – standardize across all interested companies</td>
</tr>
<tr>
<td>• Regulators – further include industry in future regulation</td>
</tr>
</tbody>
</table>
Questions