

R&D Department Issues

Jumping to conclusions?

Roles and Responsibilities

- Strategy

- R&D supporting CME

- Who is driving the need for the ad board

Reevaluate company's approach and set up new processes accordingly:

- Are they documenting what the services are? How do you decide what to pay?

- How many doctors?

- Ad board problems?

- Why clinical presentations?

- Company pursuing label change?

- Why sales at the ad board meeting?

- Recruiting?

- Selection of consultants?

- Liberal per diem rates

- Number of advisory boards in the first place

Separate promotional and non-promotional activity

Ethics program didn't work