

Who authorized to make decision – to negotiate  
Guidelines for making decisions  
Roles and responsibilities not clear

What are the processes?

Policies reviewed/designed – training

#### Managed Care Issues

Sales and marketing driving formulary placement efforts  
P&T relationship is more complex because of Part D  
Therapeutic exchange program – frequent prescriber program  
Part D issues

Relationship with R&D and sales too intertwined

Consultant arrangements – who choosing

R&D separate from sales  
What are the incentives?  
Third parties  
Pharma employees  
Sales rep making deals – change that  
MSL making deals

Non retaliation policy

Manage fall out of investigations  
No amnesty  
Below expectations performer

Off-label promotion by calling on wrong kind of doctors

Educational grants – CME off-label as promotional