



global transparency analytics

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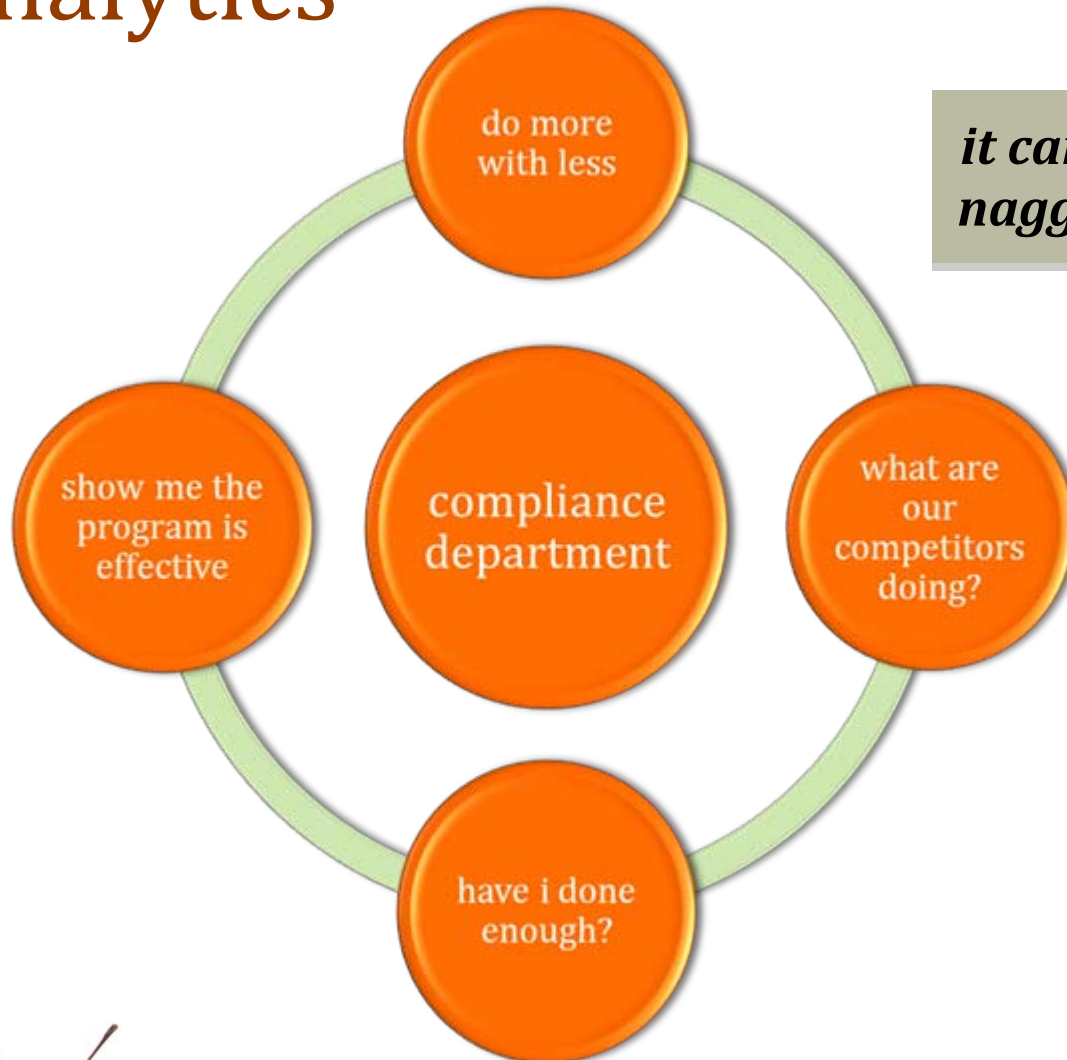
16th Annual
Pharmaceutical
Compliance
Congress



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reality of U.S. open payment analytics



it can help answer some of the nagging compliance questions



experience to date

- keys to open payments spend analytics
 - organize data by subject & create visual analytics
 - support monitoring, auditing and ad-hoc query
 - secure, easy to use, accurate and very fast



- ensuring accuracy & right metrics is vital



- data must be accurate, multi level qc
- master physician name, manufacturer name, ndc data
- precalculate averages, kpi's, alerts, dashboards ...



key features



Cloud based SaaS solution
(private & hybrid cloud)



Data enrichment and integration
with diversified sources



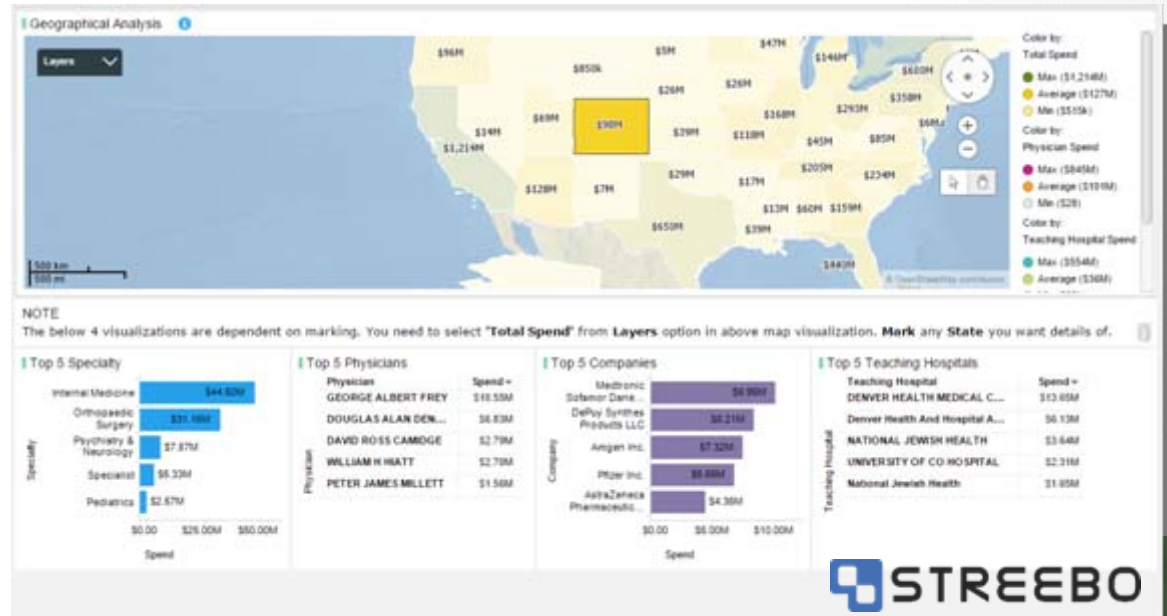
Personalized dashboard for
Physicians and Pharma Manufacturers



Enterprise wide access to
Custom reports and notifications



Instant data upload and highlights
on projected/ possible risk



100

Plus Users
From Over

40

Pharma/Biotech
Companies

Global Pharma Companies Using The Platform

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going global - benefits



the global benefits mirror the U.S. benefits

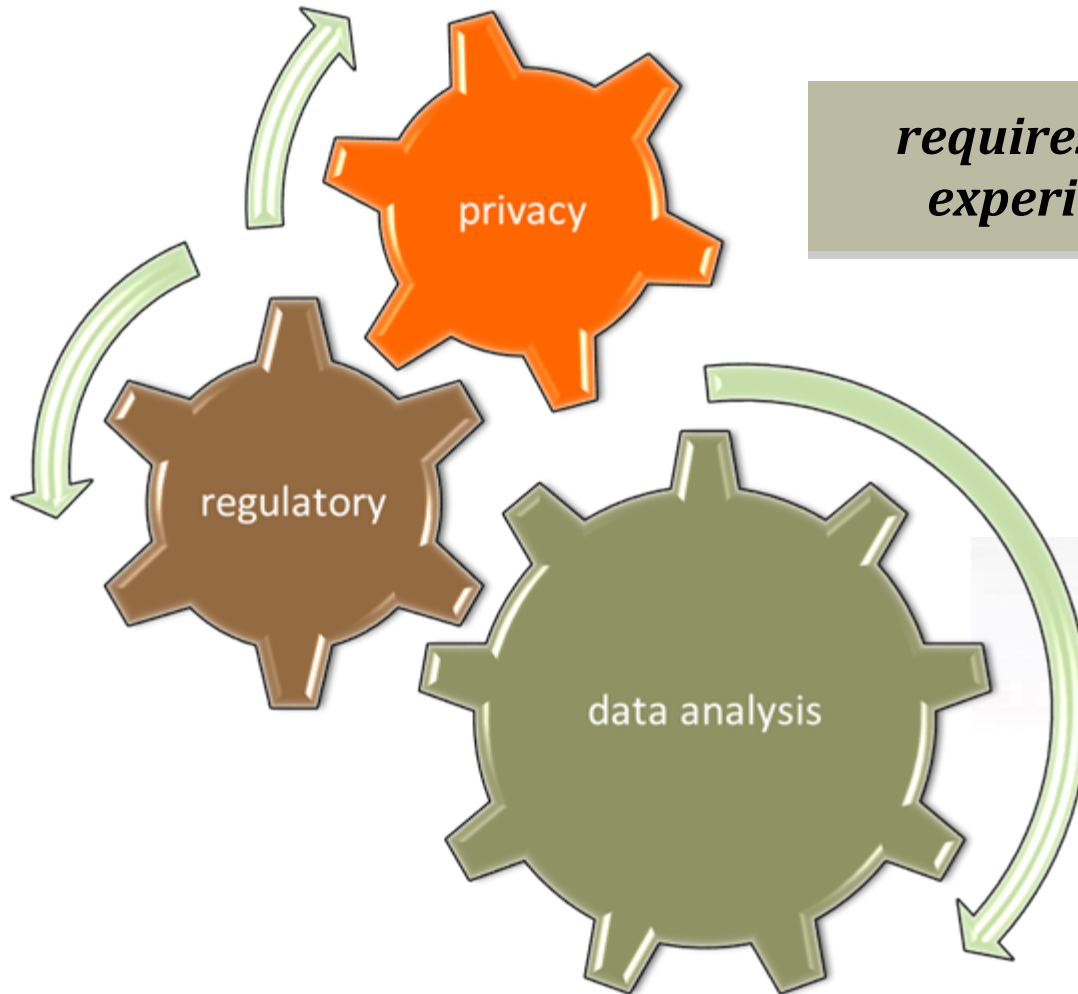
going global - challenges

- data privacy
 - ability of physicians to “opt out” at any time
 - invalidation of the U.S. safe harbor scheme
- physician identity
 - uniform and unique identification systems
 - cross-border practices
- harmonize nomenclature and data assumptions
- transparency data publication differences

*the benefits are
achievable only if
the challenges are
addressed*



solving the global challenges



*requires cross-functional
experience & expertise*



global transparency analytic



- common transparency features



- spend by drug manufacturers on physicians and HCOs
- donations, events, fee for service; 14 US categories
- June'2016, english, website, annualized, 33 countries...

- differences to manage



- NPI = country specific physician identifier (MDM)
- physician spend detail = data privacy & aggregates (CM)
- CMS national reporting = country or mfg. website (DM)



going global - the good news

- name
- speciality
- institution
- address

hcp/o

- reporting unit
- business unit

org

- agenda
- hcp attendees
- non-hcps
- location
- venue

event

- protocol number
- approval date

clinical id

- year
- month
- day

transaction date

- meals
- research
- consulting payments

purpose

- cash
- in kind

payment method

- date
- description

contract

- name
- market authorization date

product

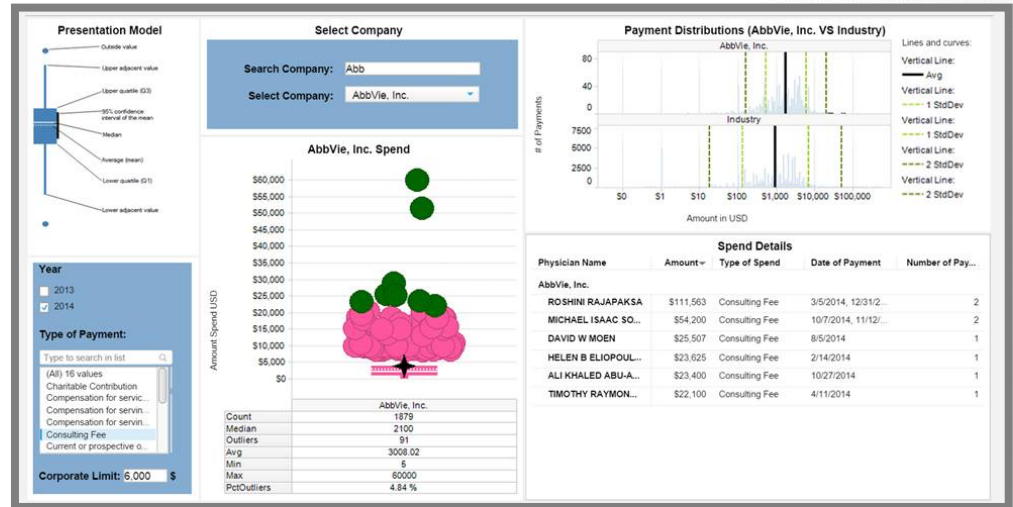
- amount

value

all hcp transparency disclosure regulations can be met using just 10 data attributes

begging the question

are the results



worth the cost?

Whitelaw Compliance Group, LLC.

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