



Mini Summit 2

HCP Engagement: The Road to Proactive Risk
Management

November 7th from 10:45-11:45am

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How big is your company in terms of annual revenue (roughly)?

<\$1 billion **A**

\$1 billion to
\$5 billion **B**

>\$5 billion to
\$15 billion **C**

>\$15 billion to
\$30 billion **D**

>\$30 billion **E**

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What type of Life Sciences company do you represent (check all that apply)

Pharmaceutical

Biotech

Medical Device

Other

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What status applies to your company:

Currently
under a
CIA

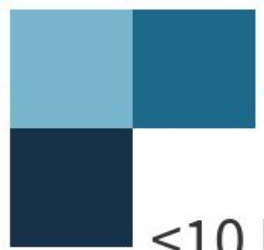
Previously
under a
CIA

Neither

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How many FTEs work in your US Compliance function?

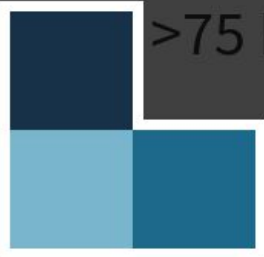


<10 FTEs

10 to 20
FTEs

21 to 35
FTEs

36 to 75
FTEs



>75 FTEs



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Management and engagement with HCPs: Who owns the relationship

Medical
Affairs

Commercial

Both

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What is proactive risk management as it relates to the HCP engagement process?





Does your company proactively manage risk as it relates to the HCP engagement process?



We are a small organization. We don't have formal policies/procedures/systems, but those who hire HCPs have clear instructions on core requirements and/or we monitor HCP engagement activities to look for risk-producing activities

We have policies in place that all must follow, but no formal process.



We have policies and procedures in place which are managed through the needs assessment process from initiation through payment reconciliation.

We have an automated system that accounts for our policies/procedures that generates an approval or rejection that accounts for the needs assessment process from initiation through payment reconciliation.

Some combination of A, B, C, D

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What should companies consider when deciding how to proactively manage risk?

- How does company size come into play?
- How much sophistication do companies need and when?
- What is your first line monitoring, i.e., what is the business doing before it even gets to compliance?

Compliance have a role in the strategic planning process at your company

Yes

No

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The role of Compliance in Strategic Planning

- What role does compliance play in the strategic planning process?
- Are you involved as a strategic partner or just a reviewer?
- How can we become a more strategic partner?
- Can anyone share best practices?
- What post planning follow ups?
- How does company size lifecycle come into play?

How is managing HCP engagement risk different or more challenging globally?



• you see as a result of your monitoring/investigations of HCP Engagement issues?

Training gap

Documentation gap

Personnel issue

Unclear policies/procedures/
direction

Other

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How can companies use past results to monitor future risks?

- How can companies evolve from being reactive to proactive.
- How does technology fit in and how are companies using technology?



Summary

- As Business evolves... so do the risks
- New Strategies...Tactics... Roles... Customers...
- Need to be ahead of the curve
- Strong connection to business is critical to understand activities and develop risk mitigation strategies
- Compliance must show value – offer strategic guidance to the business

A large, thin green circle outline that frames the text "Questions?".

Questions?

Thank you!



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