

**PHARMACEUTICAL REGULATORY AND COMPLIANCE CONGRESS  
AND BEST PRACTICES FORUM  
PROPOSED SESSION TOPIC**

**Proposed Topic:      When Pharmaceutical Marketing Crosses the Line: Best Practices for Investigation and Remediation**

AWP Pricing and Promoting The Spread

Drug Samples and PDMA Compliance

Gifts and Other Financial Inducements to Doctors

Dissemination of Off-Label Information

Switching and Discounts

HIPAA

This topic is intended for representatives of pharmaceutical companies, as well as the physicians, pharmacists and other purchasers of pharmaceutical products whose purchasing decisions are the subject of the promotional practices often called into question. Given the increased enforcement initiatives undertaken by federal and state authorities, both the seller and buyer of pharmaceutical products must be able to effectively investigate potential compliance violations, address any violations that the investigation uncovers, make decisions about whether disclosures to the government are necessary, and pre-empt or defend against enforcement activity.