

**PHARMACEUTICAL REGULATORY AND  
COMPLIANCE CONGRESS AND BEST PRACTICES  
FORUM**

***Privacy Regulation of the Pharmaceutical Sector***

**14 November 2003**

**Washington, DC**

**Joan Antokol**, Chief Privacy Officer  
Novartis Pharmaceuticals Corporation

**John Clay**, Senior Advisor, E-Business  
North American Commercial Operations  
Aventis Pharmaceuticals

**Oliver Johnson, II**, Chief Privacy Officer  
Merck & Co., Inc.

**Jonathan Smollen**, Chief Privacy Officer  
Wyeth Pharmaceuticals

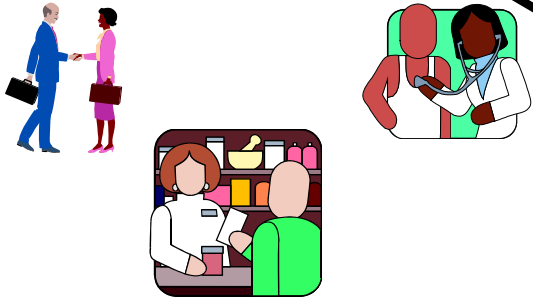
**MODERATOR:**

**Stanley Crosley**, Chief Privacy Officer  
Eli Lilly and Company

# GLOBAL PRIVACY CONSIDERATIONS FOR PHARMACEUTICAL COMPANIES

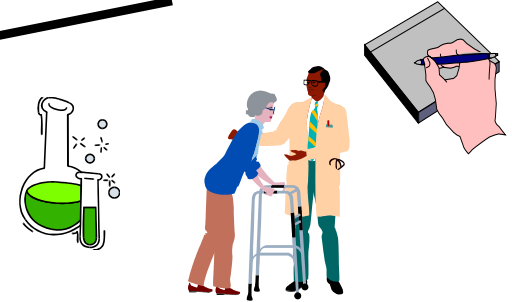
## Sales

(e.g, relationship with physicians, Patient Assistance Programs, prescriber data, preceptorships)

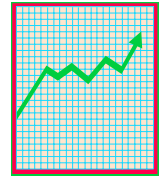
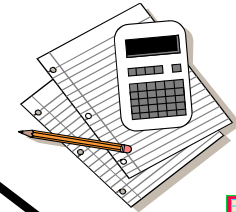


## Research

(e.g., pharmacovigilance, subject recruitment, subject enrollment)

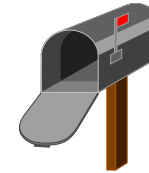


**Pharmaceutical Company**



## Marketing

(customer relations management, e.g, call centers, web sites, coupons, business reply cards)



## Human Resources

(e.g, benefit plans, corporate health (on-site clinics), employee data)

## Other

(e.g., stockholder services, investor relations)

# Overview

## I. Introductions

## II. Overview of Panel Discussion

## III. Panel Discussion

- Business Case for Privacy Compliance
- Practical Compliance Considerations

## IV. Questions & Answers