



# CME and Consultants Conference Roundtable

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# Perspectives: Manufacturer

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- Boundaries are difficult to define
  - Exchange of clinical data vs. promotion of product- difficult to draw a line between the two
    - Roles have been established to eliminate conflict of sales person providing information “off limits” of their role, ie: PELs, MSLS, etc.. These roles have created more confusion for organizations.
    - Clinicians want information *now* for improvement of patient outcomes-social conscience creating pressure on sales force
    - Clinicians feel no obligation to assure the sales force is not put in the middle of providing information whether appropriate or not
- Fragmented approach
  - CME, Ad Boards, Consultants, Grants
    - Policies and procedures commonly developed
      - Application in operations can vary by brand, division, ie: training, defined roles for marketing, third party CME organizations

## Manufacturer (cont)

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- Standard approach to accountability not always evident
- Mechanisms for tracking and trending these areas are usually manual or stand alone systems
  - Difficult to determine money flow due to data challenges
    - Data integrity, ie: inconsistency in data captured, documentation elements vary by type of activity, consolidation difficult
  - Ongoing monitoring of processes not done or easily found
- Business ownership of CME processes and related activities are varied, ie: medical affairs may own process but budget comes from marketing, marketing owns process and medical affairs has input, etc.
  - Issue: Some think that if you move the process over to medical affairs the independence issue is resolved even if “purse strings” are still owned in marketing
  - Issue: Marketing role in program content and logistics is defined but it is evident that there are “gray” areas where questionable practices still occur

# Challenges and Recommendations

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Clearly define roles and accountabilities

- Determine boundaries
- Training
- Periodic monitoring

Independence should be defined and competing business goals addressed openly, ie: align incentives

Standardize approach to CME and related activities throughout business

Provide mechanisms for easy tracking and trending that will allow for consolidation of data and analysis

Provide avenues for field based roles to openly ask questions related to actual scenarios occurring in their environment

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