

**National Pharma Audioconference:
Analyzing the Newly Revised PhRMA Code**
Tuesday, August 5, 2008

**Practical Approaches to Implementing the Newly
Revised PhRMA Code: How to Effectively Integrate
the Revised PhRMA Code into Your Existing
Compliance Program**

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Stop, Look, and Listen

- Do you get the message?
- Does your CEO get the message?
- Do your sales, marketing, R&D and other heads get the message?

The Message

The new PhRMA Code is our new standard. If we cut corners, interpret it by exception, and construe it narrowly, we hurt ourselves.

We will continue to be scrutinized by others who do not love us!

Idiot's Guide to PhRMA Code Implementation

- Communicate
- Take Stock
- Develop Standards
- Continue to Improve Data
- Training
- Monitor and Audit