



# Pharmaceutical Compliance Forum

## Annual Meeting Agenda – February 26-27, 2019

*Intercontinental New York Times Square Hotel, NYC*

*Tuesday, February 26, 2019*

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|-----------------|---|
| 7:00 – 8:25 am  | <b>Breakfast</b>  |
| 8:30 – 8:40 am  | <b>Welcome</b>  |
|                 | <b>Anti-Trust Admonition</b><br><i>Seth Lundy- Partner, King &amp; Spalding</i>   |
| 8:40– 9:45 am   | <b>Industry Enforcement Update</b><br><i>Seth Lundy- Partner, King &amp; Spalding</i>   |
| 9:45-10:00 am   | <b>Benchmarking Polling</b>   |
| 10:00–10:15 am  | <b>Break</b>  |
| 10:15-11:15 am  | <b>Lessons Learned from Implementing CIAs and Improvements for a More Effective Model</b><br><br><i>Hear lessons learned from experienced panelists who have implemented CIA's for current and prior companies. Hear more about a model CIA that could improve the efficiency and effectiveness of OIG mandated controls.</i>   |
| 11:15 -12:15 pm | <b>Rethinking the Approach to Compliance Training</b><br><br><i>Several member companies to share their innovative approaches to compliance training. Hear from companies who made the move to principles/values-based policies and how they re-invented their compliance training. Panelist to share best practices on the use of various modalities for training impact, measuring training effectiveness and what is on the horizon for compliance training in the future.</i> |
| 12:15-1:15 pm   | <b>Networking Lunch</b>   |



1:15 –1:30 pm

**PCF Annual Business Meeting**

1:30 – 3:15 pm

**“Impactful Presentation Styles to Win Over Your Audience” -Soft Skills**

The most important part of your presentation is your audience! Knowing how to tailor your content, structure and delivery style to your various internal and external stakeholders is key to having your compliance message heard and retained. In this interactive training session, polish your skills, build your confidence and make your personal communication more effective!

*Patricia B. Scott, President & CEO, Uhmms*

3:15 – 3:30 pm

**Break**

3:30 – 3:50 pm

**Re-Cap: Workshop Learnings**

3:50 - 4:15 pm

**Benchmarking Polling**

4:15 -5:15 pm

**Key Considerations and Safeguard Measures with Patient Facing Teams**

Industry attorney panel to discuss the latest enforcement trends and what they are seeing as it relates to patient facing teams such as nurse educators, patient speakers, patient advocates and specialty hubs. Discussions will center on: What are the compliance and legal challenges? What must you consider when implementing a team? What strategies can you employ to safeguard your program?

5:15 pm

**Conclude**

5:45 – 6:45 pm

**Networking Cocktail Reception**



## Wednesday, February 27, 2019

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|-----------------|---|
| 7:00 – 8:25 am  | <b>Breakfast</b>  |
| 7:15 – 8:15 am  | <b>Benchmarking Committee Breakfast</b>   |
| 8:30 – 8:40 am  | <b>Day 2 Opening</b>  |
|                 | <b>Anti-Trust Admonition</b>  |
| 8:40 – 9:40 am  | <b>The Healthcare Technology Revolution &amp; its Impact on Compliance</b>  |
|                 | <p>Multi-disciplinary panel to discuss the legal, compliance, regulatory, privacy and pharmacovigilance challenges.</p> <ul style="list-style-type: none"> <li>○ <b>Patient Generated Data:</b> apps which collect data from patients and wearable sensors to transmit patient information in real time. What are the risks and challenges?</li> <li>○ <b>Social Media:</b> a new frontier, “patient influencers” championing their health &amp; disease experiences with their loyal followers on social platforms. How are companies managing these interactions and monitoring adverse events? Discuss risks associated with blogs, Facebook and other digital outlets.</li> </ul> |
| 9:40 – 9:55 am  | <b>Benchmarking Polling</b>   |
| 9:55- 10:15 am  | <b>Break</b>  |
| 10:15 –11:15 am | <b>Bridging the Gap: Insights and Learnings from Current and Former Government Officers</b>   |
|                 | <p>Hear from current and former individuals who worked in the government and in the pharmaceutical industry. Listen as they share their practical advice and experiences on how pharma can work more effectively with the government.</p>   |
| 11:15 –12:00 pm | <b>Open Roundtable Discussion</b>   |
| 12:00 pm        | <b>Meeting Adjournment/Departures</b>   |