

# PHARMACEUTICAL COMPLIANCE FORUM



[www.pharmacomplianceforum.org](http://www.pharmacomplianceforum.org)

401 SOUTH 2<sup>ND</sup> STREET, SUITE 300 ■ PHILADELPHIA, PA ■ 19147

PHONE: 215-599-6617 ■ FAX: 215-545-8107

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## Day 1 – Tuesday, March 9, 2010

- 7-8am Breakfast
- 8-8:30am Welcome and Antitrust Admonition
- Introduction of new PCF Leadership – *Colleen Craven, Endo Pharmaceuticals*
  - Thank you to Bert Weinstein – *Colleen Craven, Endo Pharmaceuticals*
  - Antitrust Admonition - *John Bentivoglio, Skadden, Arps*
- 8:30-8:45am Overview – How to identify and manage Product Specific Risk  
– *Kelly Freeman, Eli Lilly & Company*
- 8:45-10:30am Product Specific Risk - Panel Discussion
- *Panelists:*
  - *Tim Ayers, Allos Therapeutics*
  - *Debra Neumann, Endo Pharmaceuticals*
  - *Ed Nowicki, Pfizer*
  - *Michael Shaw, GlaxoSmithKline*
  - *Dave Vance, Noven*
- 10:30-11am Refreshment Break
- 11am-12pm Resource Update – *Keith Korenchuk, Arnold & Porter LLP*
- 12-1:30pm Lunch & Networking
- 1:30-2:15pm Aggregate Spend Primer and Transparency & Disclosure Law Update  
- *John Bentivoglio, Skadden, Arps*
- 2:15-3:30pm Aggregate Spend Open Discussion with Panel  
*Moderator: John Bentivoglio, Skadden, Arps*  
*Panelists:*  
*Michael Dusseau, Merck & Co. Inc.*  
*Karen Lowney, Cephalon*  
*Jeff Paden, GlaxoSmithKline*  
*Heidi Straub, Eli Lilly & Company*
- 3:30-4pm Refreshment Break
- 4-4:30pm PhRMA Bridge – *Diane Bieri, PhRMA*
- 4:30-5pm PCF Business Meeting
- 5-6:30pm SUPER NETWORKING RECEPTION

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## Day 2 - Wednesday, March 10, 2010

7-8am Breakfast

8-8:15am Introduction and Welcome - *Michael Shaw, GlaxoSmithKline*

8:15-9:15am Designing Effective Compliance Programs – Insights from a Former Prosecutor –  
*Michael Loucks*

9:15-10:30am Breakout sessions

- Sales field monitoring: rep rides, speaker programs, sales meetings, sales rep records  
*Moderators:*  
*Gary Mendelsohn, Astellas*  
*Chris Santarcangelo, Purdue Pharma*
- Home office monitoring: marketing, advisory boards, speaker training, exhibits, promotional material reviews  
*Moderators:*  
*Jill Dailey, Novartis*
- Medical and Research activities: Medical Liaisons, grants, IITs  
*Moderators:*  
*Seth Whitelaw, GlaxoSmithKline*
- International Monitoring - FCPA and Anti-corruption due diligence activities  
*Moderators:*  
*Audrey Mills, Eli Lilly & Company*

10:30-10:45am Refreshment Break

10:45am-12pm Breakout sessions (repeat of earlier sessions)

- Sales field monitoring: rep rides, speaker programs, sales meetings, sales rep records  
*Moderators:*  
*Gary Mendelsohn, Astellas*  
*Chris Santarcangelo, Purdue Pharma*
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12-1pm Working Lunch (takeaway or discussion groups)