Pre-Meeting Workshops – Monday, March 5, 2012

1:30-5pm  **Being a Business Partner – Influence and Soft Skills for Compliance Professionals**  
Room: Salon  
Presenters: Matthew Yesko and Steve Celestini  
This workshop is designed for the compliance professional who wants to learn how they can specifically add value to the compliance function and be viewed as a trusted advisor and business partner. Participants will be able to:  
- Create conditions where compliance is viewed as a trusted resource  
- Apply specific skillset to positively influence stakeholders  
- Develop the connection between business outcomes and compliance “rules”

1:30-5pm  **Pharma Compliance 101 Workshop**  
Room: Sycamore  
Presenters: Gary DelVecchio, Margaret Feltz and Kelly Freeman  
*Pharma Compliance 101* is an introduction to pharmaceutical compliance laws and concepts intended for new (or newer) pharma compliance professionals. The seminar will provide an opportunity to learn and share basic concepts, including practical approaches to implementing a compliance program. This pre-meeting workshop will help new people develop foundational knowledge and help them more fully engage in the meeting itself.

Topics covered:  
- Overview of Pharma Compliance Programs  
- Implementing the seven elements of a compliance program: Practical advice and best practices for policy development, training, communications, monitoring, auditing, and corrective actions.  
  - Sales and Marketing Compliance  
  - Med Affairs and Clinical Compliance  
  - International Compliance  
- Interactive group discussion of hypothetical scenarios

Day 1 of Main Meeting – Tuesday, March 6, 2012

7-8am  **Breakfast – Room: Salon**  

8-8:15am  **Welcome and Antitrust Admonition**  
Room: Ballroom 1/2

8:15-9:15am  **PhRMA Update**  
Room: Ballroom 1/2  
Presenter: Kendra A. Martello, PhRMA Assistant General Counsel  
Overview of the Consolidated Comments on the Draft Sunshine Act and Discussion of Draft FDA Regulations Regarding Off Label Questions  
Speaker: A representative from PhRMA
Day 1 of Main Meeting – Tuesday, March 6, 2012 (cont.)

9:15-10am  The Evolving Compliance Professional
Room: Ballroom 1/2
Presenters: Matthew Yesko and Steve Celestini
During their address, the group will learn more about:
- The rising importance of influence skills for compliance professionals
- The impact of “scaring an audience straight”
- Why “how we think of ourselves” matters to our stakeholders

10-10:30am  Refreshment Break

10:30am-12pm  Update from the Feb 23, 2012 OIG Pharmaceutical Compliance Roundtable with Companies Operating under a CIA
Room: Ballroom 1/2

12-1:30pm  Lunch & Networking
Room: Salon

1:30-2:30pm  Discussion of New and Evolving CIA Requirements
Room: Ballroom 1/2

2:30-3pm  Refreshment Break

3-3:45pm  Recent Trends in Executive Liability: What do your Executives need to know about it?
Room: Ballroom 1/2
Speaker: Tom Gallagher, Pepper Hamilton LLP

3:45-5pm  Open Forum and Round Table Discussions
Room: Ballroom 1/2

5-6:30pm  SUPER NETWORKING RECEPTION
Room: Salon
This meeting we will be assembling backpacks full of food for the Inter-Faith Food Shuttle whose mission is to Drive Hunger from the Community. These backpacks will be provided to children who go to school and have lunch provided and this food allows them to get good nutrition on the weekends when meals are not provided. Make sure you come to the reception and eat, network and help fill a backpack full of food for a child in need.
Day 2 of Main Meeting – Wednesday, March 7, 2012

7-8am Breakfast

8-9:15am Breakout Sessions
- Managed Markets – Room: Ballroom 1/2
  Moderator: Chris Fletchall from Eli Lilly
- Aggregate Spend – Room: Sycamore 1
  Moderators: Jeff Kawalek from NovoNordisk, Phil Munkacsy from Watson Pharmaceuticals and Deborah Penza from Watson Pharmaceuticals
- Research & Development – Room: Sycamore 2
- Auditing & Monitoring – Room: Cedar
  Moderators: Amy Pawloski from Bristol-Myers Squibb and Tina Webb from Bristol-Myers Squibb

9:15-9:30am Refreshment Break

9:30-10:45am Breakout Sessions
- Social Media Uses and Policies – Room: Sycamore 1
  Moderator: Greg D’Onofrio from Purdue Pharma
- Small Company – Room: Sycamore 2
  Moderator: Beth Levine from Regeneron Pharmaceuticals
- FCPA Operational Issues and Metrics – Room: Ballroom 1/2
  Moderators: Robert Scala from Eisai and Melanie Trinidad from Eisai
- Canadian Compliance Issues – Room: Cedar
  Moderators: Derek Khan from Eli Lilly and Litsa Kouroumalis from Bristol-Myers Squibb

10:45-11am Transition Break

11-11:05am Welcome and Antitrust Admonition
Room: Ballroom 1/2

11:05am-12pm Open Forum and Round Table Discussions
Room: Ballroom 1/2

12-1pm Lunch
Room: Salon

All meeting activities will take place at The Umstead Hotel:
THE UMSTEAD HOTEL
100 Woodland Pond Drive
Cary, NC 27513
Phone: 919-447-4000
http://www.theumstead.com/