

The Pharmaceutical Compliance Forum

Workshop Overview

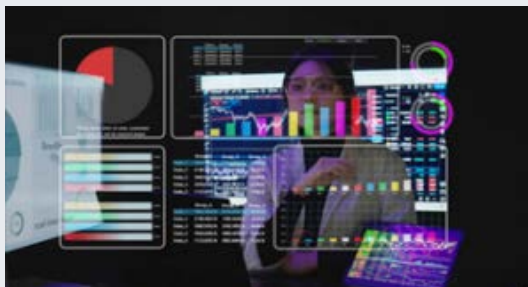
Market Access: Identifying and Mitigating Compliance Risks

Audience: *Those seeking to understand and navigate the complex landscape of Market Access.*

This highly interactive workshop is designed to deepen the understanding of regulatory guidance and risk mitigation strategies related to Market Access. Through a dynamic, scenario-driven format, participants will explore five detailed case studies that reflect real-world challenges in Market Access programs.

During the workshop, participants will work in small teams to evaluate hypothetical business proposals, identify strategic, operational, and compliance risks, and develop actionable strategies for navigating complex regulatory landscapes. Each case study will follow a structured format: stakeholder proposal, compliance considerations, decision/response, and resource identification to support decision-making.

In addition, a comprehensive chart outlining field-based roles integral to Market Access will be reviewed.



Objectives:



Analyze several Market Access scenarios including:

- Free Product Programs
- Patient Finding Activities
- Contractual Services
- Direct-to-Consumer Portals

Identify and **Evaluate** sources of regulatory guidance and understand where to find them.

Define field-based roles in Market Access and clarify their operational boundaries.

Recognize strategic, operational, and compliance risks in Market Access proposals.

Develop and share effective compliance strategies for risk mitigation.