

The Pharmaceutical Compliance Forum

Workshop Overview

Empowering Compliance: Navigating the Complexities of Privacy in a Data-Driven World

Audience: Healthcare compliance professionals, privacy officers, and those seeking to expand their understanding and expertise in privacy governance and its intersection within commercial healthcare.

In today's data-driven healthcare landscape, protecting patient privacy is not just a regulatory requirement—it is a strategic imperative. This workshop empowers compliance professionals with a deep, actionable understanding of the 'Ten Privacy Principles,' supported by key definitions, practical guidelines, and regulatory frameworks including HIPAA, US federal and state laws, and international standards such as GDPR.

Participants will gain the tools to confidently identify and mitigate privacy risks, apply privacy principles across healthcare operations, and navigate complex legal requirements that impact clinical trials, digital health apps, marketing strategies, and patient data management.

The session also explores the intersection of privacy, artificial intelligence (AI), and cybersecurity—highlighting safeguards for sensitive health data and obligations like breach reporting. Interactive case studies and knowledge checks will provide hands-on experience in applying privacy principles to real-world scenarios.

Additionally, the workshop introduces essential resources and best practices to strengthen privacy governance. Enforcement examples will illustrate the consequences of non-compliance and reinforce the importance of ethical standards.



Objectives:



Understand and Apply the 'Ten Privacy Principles.' Define core privacy concepts and apply them to healthcare-specific contexts.

Interpret US and International Privacy Laws. Analyze how regulations affect healthcare operations and patient engagement.

Evaluate commercial implications and **Assess** the impact of privacy laws on digital health tools, clinical research, omnichannel marketing, and consumer health data.

Address emerging technologies and **Explore** privacy and cybersecurity risks in AI-driven healthcare solutions and digital platforms.

Engage in practical learning and strengthen problem-solving skills through interactive case studies.

Leverage industry resources: identify key trade organizations and privacy governance tools.

- o **Explore** certification programs tailored to healthcare privacy professionals.
- o **Promote** ethical AI use through a Code of Ethics aligned with healthcare values.