



Pharmaceutical Compliance Forum Pre-Conference Workshops - February 25, 2019

Intercontinental New York Times Square Hotel, NYC

12:00 – 12:55 pm Light Lunch for Workshop Participants

1:00- 4:00 pm (2) Optional Pre-Conference Workshops to choose from:
(2:30-2:45pm break)

Pre-Conference Workshops

1

Compliance Basics- "A Practical Approach"

A foundational overview of the U.S. regulatory landscape, the healthcare laws & regulations which govern the pharmaceutical industry. Understand the compliance program framework through the review of the OIG's seven elements of an effective compliance program. Learn about the PhRMA Code of ethics guidance which governs interactions with health care providers. Discuss the recent CIA's and the emerging risks on the horizon. Hear practical approaches to implementation from our experienced member leads.

2

Medical Affairs in the Evolving Healthcare Landscape

Examine the current and emerging regulatory trends as it relates to Medical Affairs. Discuss the challenges faced when planning an advisory board and practical strategies to mitigate. Understand the risks & considerations associated with medical interactions with Payers, KOLs, HEOR, Commercial, and Managed Markets Account Executives. Explore the MSL role in managing Collaborative Clinical Research (IIR). Learn how data and technology is impacting the Medical Affairs strategy in the complex pipeline environment and in ways to improve patient outcomes.