

# IPCAA NEWS

## Corporate Compliance

– Industry feels the impact

**In the last edition of the IPCAA News (Issue 26), we highlighted the origins and evolution of Corporate Compliance Policies and how they affect the operation of International Healthcare Congresses. Since the beginning of 2006, these policies have been impacting greatly on Industry support for all such Congresses. This includes a more complex and time-consuming internal approval process and greater transparency of both proposed activities and all associated costs of participation.**

As far as International Healthcare Congresses are concerned, the main areas of focus are the production of detailed proposals (including costings) for all planned activities from both headquarters and local operating companies. This type of activity has long been accepted good practice but what is new is the level of detail demanded and the requirement that the proposals are now reviewed by a dedicated group of compliance professionals within individual companies; this is quite different from any previous regulatory activity. Their responsibilities include ensuring that all corporate and national rules are observed to the letter, current corporate rules often being more stringent than the relevant national laws! There still may be occasional lapses (by some less 'aware' companies) but the major Industry players are sufficiently committed to this process

– such are the benefits in terms of credibility with patients, physicians and those funding healthcare systems – that these lapses will increasingly become the exception.

Recent legislation by some countries has prohibited Industry support for doctors for more than 24 hours at either end of a Congress. Hotels, PCOs and Medical Societies can no longer legitimately insist on what was always the questionable practice of demanding a minimum number of hotel night bookings.

Seismic changes in the world of Medical Congresses are being observed in expenditure on delegate accommodation. Companies are strictly limiting expenditure on housing and feeding of delegates to the extent that some hotels are considering downgrading their 5 star status to 4 star in order to regain business lost from Healthcare companies.



**IPCAA**  
INTERNATIONAL  
PHARMACEUTICAL  
CONGRESS  
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Whilst already in rapid decline, inappropriate and unnecessary major social events (such as 'cultural' final night dinners for thousands of delegates) demanded by some Congress organisers, will also suffer the impact of these regulations.

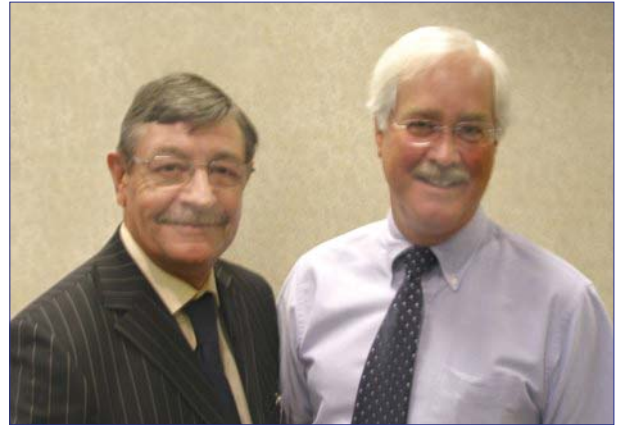
Even more intriguing in many companies is how the shift in budgetary responsibility from Marketing to research-based Medical Education Departments will affect sponsored symposia. Medical Education Departments may well have quite a different focus, possibly favouring smaller educational events (as supported by current thinking on best practice in adult education) and away from large International Healthcare Congresses.



# IPCAA Changes to Presidency, Executive and Team



*The outgoing IPCAA President Kurt Nagel (right) congratulates his successor Kevin Cancelliere on his recent election to the post of President of IPCAA. Kurt has served as IPCAA President for an extended term of 4 years.*



*Dennis Wheatley (right) the outgoing Executive Director of IPCAA congratulates his successor Keith Spencer on his appointment to the post. Dennis has been intimately involved in the activities of IPCAA since its inception in 1988; he has fulfilled the role of Executive Director since 2001. Keith brings with him more than 30 years' experience in the Healthcare Industry.*



*The new IPCAA Executive Team (from left to right) Keith Spencer, Executive Director; Ingrid Marti, Treasurer; Anna Frick, Vice President; and Kevin Cancelliere, President. Rita Gutzwiller, the IPCAA Executive Officer is not shown.*



*Kurt Nagel (right) the outgoing IPCAA President thanks the former President of IPCAA Italy, Dr Giancarlo Frigerio for his invaluable help over the years in guiding IPCAA member companies through the ever-changing regulatory scene in Italy. Giancarlo is moving on to take up a new role within his company.*

## IPCAA Mission

**“To ensure the most beneficial outcome for all parties involved in Medical Congresses, through the development of common and consistent Congress policies and through recognised partnerships with Medical Societies.”**

# 'Goodbye and Good Luck'



## **This is, theoretically at least, my last contribution to the IPCAA Newsletter.**

I have been closely involved in almost every one of the 27 editions that have been sent out over the 18 years of IPCAA's existence and certainly all of those produced since 2001 when I became IPCAA's Executive Director.

IPCAA grew out of a jibe in 1988 from a congress organiser that the Healthcare Industry would continue to be seen as a 'cash cow' by medical congress organisers until it got its act together. The creation of IPCAA was a part of Industry's response to this remark. Originally IPCAA consisted of 8 pioneering companies but now lists an impressive membership of 35 companies spanning the globe and representing in excess of 70% of the world's Healthcare companies.

I will certainly miss the friendship and camaraderie which have been hallmarks of IPCAA since its inception. It always impresses me how such a disparate group, from many cultures and continents, works so well together towards a common purpose whilst staying well within the bounds of the best competitive practice. International medical meetings are certainly better organised and managed as a result of the influences which IPCAA has exerted.

My plans for the future include revisiting all those places which I've passed through seeing in great detail the airports, hotels and congress centres but not having the time to really gain an insight into the people and their cultures.

I wish my colleagues, friends and my successor all the best for the future.

**Dennis Wheatley** Executive Director IPCAA

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When I first met Dennis in the early 1990s, I was impressed by his extensive knowledge of the Global Healthcare Congress Industry and the passion that he showed to the then recently-established IPCAA organisation. This was in addition to his regular job as the head of the International Conference and Exhibition Group in ICI (the predecessor to AstraZeneca). His strong belief in the mission and long-term objectives of IPCAA made an early strong impression on me and they remain the basis, even now, of IPCAA activities.

I feel privileged to have worked with Dennis for the last 16 years, originally behind the scenes, subsequently as the Novartis representative on the IPCAA Council and finally as IPCAA President for the last four years. Throughout this time, Dennis has shown friendship and professional support to myself and other IPCAA colleagues on numerous occasions. IPCAA was very fortunate to secure Dennis's services as Executive Director on the completion of his long and successful career with AstraZeneca.

Of his many IPCAA projects over the years, the Newsletter has held a special place. The fact that the Newsletter now has such a broad international readership is one of his notable achievements.

We all respect Dennis's decision to step down from the post of Executive Director to enjoy more 'personal time' but we all owe him many thanks for all his efforts over the years to raise successfully the profile and influence of IPCAA and its objectives. I am following his example by retiring from the Presidency of IPCAA; I hope that both of us will be able to observe, from a distance, the activities of IPCAA to deliver more transparent and professional Medical Congresses.

**Kurt Nagel** Past President IPCAA

## IPCAA Professional Development Program

### **IPCAA held two Professional Development courses in the last quarter of 2006 (November).**

The first was a CME workshop aimed at International Congress Professionals and their colleagues interested in Continuing Medical Education (CME). This six hour intensive workshop, which took place in Frankfurt, was specially designed to allow the delegates to participate in the most efficient manner with only one day away from the office and without requiring an overnight stay.

Topics which were discussed included:

- An Introduction to CME
- Overview of the current US Situation
- An introduction to Global CME issues
- An overview of current European CME
- Practical implications/opportunities from CME

An impressive 38 delegates participated from 16 member companies representing all the major European markets. The workshop was provided as a free service exclusively to IPCAA Member companies.

A course on 'Congress Specific Project Management' was held in Barcelona. Although the delegate numbers suffered due to the flu season the course was well received.

*"The course was really good and we enjoyed the sessions very much. We do hope that you will repeat the course and we will certainly recommend it to our colleagues."*

The course was held in the new and very impressive Barcelona International Conventions Centre (CCIB). This large and very flexible facility was a great hit with the course participants.

It is planned to repeat the 'Congress Specific Project Management' course in Zurich on 19 – 20 June, 2007.

# IPCAA DIARY DATES

- The Spring Council Meeting will take place in Copenhagen, Denmark on 24–25 April 2007.
- The Fall/Autumn Council Meeting will take place in Chicago, USA on 16–17 October 2007.
- The January 2008 Council Meeting will take place on 21 January in Lisbon, Portugal.
- The 2008 General Assembly will take place in Lisbon, Portugal on 22–23 January.



## IPCAA Professional Development Program Updates

### Principles of Effective Congress Management:

Washington DC – 17–18 July 2007

Berlin – 22–23 November 2007

### Congress Specific Project Management:

Zürich – 19–20 June 2007

Washington DC – 19–20 July 2007

More information and details about the above courses can be found on the IPCAA Intranet site. Registration is for IPCAA Members only and can be made via the Intranet or directly through the IPCAA Secretariat.

### IPCAA represents the majority of Industry interest

Membership of the Association is open to internationally active Healthcare companies engaged in Medical Congresses.

Current IPCAA membership demonstrates that, despite the consolidation of the Industry, IPCAA's market share remains at 70% plus.

## IPCAA Council and Member Companies

### President

Kevin Cancelliere

### Vice President

Anna Frick

### Past President

Kurt Nagel

### Treasurer

Ingrid Marti

### Council Members

Fiona Barnard

Lilian Brozek

Ysabel Castaneda-Brown

Sylvia Fondanèche

Thomas Holbaek

Pavla Lotova

Jacques Malaprade

John Peristiany

Jane Puckett

Nicky Simpson

### IPCAA Member Companies

Abbott International

Actelion Pharmaceuticals Ltd

Astellas

AstraZeneca

Bayer Schering Pharma AG

Bristol Meyers Squibb Company

Eli Lilly & Co

F. Hoffman-La Roche Ltd

Galderma

GE Healthcare

GlaxoSmithKline

Grünenthal GmbH

Johnson & Johnson c/o

Janssen Pharmaceutica NV

Leo Pharmaceuticals

L'Oreal

H. Lundbeck A/S

Merck & Co. Inc. (MSD)

Merck KGaA

Mundipharma International Ltd

Novartis Pharma AG

Novo Nordisk

Nycomed

NV Organon

Otsuka Pharmaceutical Europe Ltd

Pfizer Inc.

Philips Medical Systems

Sanofi-Aventis

Servier

Siemens AG

Solvay Pharmaceuticals

UCB Pharma

Wyeth

### Executive Director

Keith Spencer

### IPCAA Secretariat

Rita Gutzwiller

PO Box 182

CH-4013 Basel Switzerland

Tel: +41 61 821 31 33

Fax: +41 61 821 31 44

**E-mail:** [secretariat@ipcaa.org](mailto:secretariat@ipcaa.org)