



IPCAA Annual Seminar on Compliance 2017  
Hilton Copenhagen Airport Hotel, March 29 & 30  
*In association with ETHICS*

## **Business Integrity and Ethics in Practice.**

### **Are we living up to expectations? –**

A shared approach to values-driven compliance in Medical Education Activities

<b>Seminar Day 1 March 29, 2017</b>	
10.00 – 10.15	<p>Welcome and Introduction</p> <ul style="list-style-type: none"> <li>- Representatives from IPCAA and ETHICS</li> <li>- Martin Hess-Janorschke, IPCAA Council Member and Meeting Moderator</li> </ul>
10.15 – 11.15	<p>Session 1: What does behaving ethically really mean?</p> <p>Ethical Business Behaviour and Relationships. What should we have learnt?</p> <ul style="list-style-type: none"> <li>- Prof. Dr. Mark Pieth, Basel Institute on Governance</li> </ul> <p>Understanding ethics where the healthcare industry and healthcare professionals meet.</p> <ul style="list-style-type: none"> <li>- Dominique Laymand, ETHICS</li> </ul>
11.15 – 12.15	<p>Session 1: Panel Moderated by Christian-Claus Roth, IPCAA Co-President</p> <p>Keynote speakers of session 1 and the following panellists:</p> <ul style="list-style-type: none"> <li>- Sofie Melis, IFPMA</li> <li>- Steve Sealy, ERS</li> <li>- Angela von Bieberstein, IPCAA</li> </ul>
12.15 – 13.15	Session 1: Breakout exercise*
13.15 – 14.15	Buffet Lunch
14.15 – 15.15	<p>Session 2: Codes into practice - The latest news</p> <p>Outcomes and learning's from Transparency Reporting</p> <ul style="list-style-type: none"> <li>- Marie-Claire Pickaert, EFPIA</li> </ul> <p>Effects so far of the MedTech Europe Code changes</p> <ul style="list-style-type: none"> <li>- Aline Lautenberg, MedTech Europe</li> </ul>

\* (incl. refreshments on the 2- floor)

15.15 – 16.15	Session 2: Panel Moderated by Christian-Claus Roth, IPCAA Co-President  Keynote speakers of session 2 and the following panellists: <ul style="list-style-type: none"> <li>- Anne Sophie Bricca, EthicalMedTech</li> <li>- Anna Frick, IPCAA</li> <li>- Jovana Paredes, Global Conference Organizers</li> <li>- Annalisa Ponchia, AC Forum</li> </ul>
16.15 – 17.15	Session 2: Breakout exercise*
17.15	Close of the Day
18.30	Departure for off-site Group Dinner

**Seminar Day 2  
March 30, 2017**

08.45 – 09.00	Introduction to day 2
09.00 – 09.30	Session 3: The Future of medical education and congresses: Who owns medical education? <ul style="list-style-type: none"> <li>- Sadek Beloucif, Professeur des Universités, Praticien Hospitalier</li> </ul>
09.30 – 10.30	Session 3: Panel Moderated by Anna Frick, IPCAA Past President  Keynote speaker of session 3 and the following panellists: <ul style="list-style-type: none"> <li>- Alesa Lehmann Ivancic, IPCAA</li> <li>- Marie-Claire Pickaert, EFPIA</li> <li>- Roeland van Aelst, MedTech Europe</li> <li>- Daniel Waigl, CIRSE</li> </ul>
10.30 – 11.00	Coffee Break
11.00 – 12.00	Closing Keynote Presentation: Why good people do bad things <ul style="list-style-type: none"> <li>- Prof. Guido Palazzo, Professor of Business Ethics at University of Lausanne</li> </ul>
12.00 – 12.30	Discussion with Prof. Guido Palazzo
12.30	Close and Buffet Lunch



Plenary



Breakout exercise



Panel Discussions