

## Pre-Seminar 2017: Introduction to healthcare compliance in medical education activities

Hilton Copenhagen Airport Hotel, March 28, 14.00 – 17.00  
In association with ETHICS

### Learning Objectives:

- No detailed knowledge of healthcare regulation will be assumed.
- To provide a sound basis for understanding the regulatory and compliance requirements for healthcare companies which affect their support and participation in medical education, conferences and congresses, advisory boards etc.
- To provide insight and understanding into the reasons for the current high concentration on healthcare compliance by companies.
- To describe and explain the various codes and regulatory controls that may affect the activities of healthcare companies. Understand the implications for all parties (including congress organizers, medical societies, healthcare companies etc) involved in healthcare conferences and meetings.
- Submit your queries in advance so these can be covered during the session.

### Recommended for:

- Pharmaceutical and medical device company staff who are new to working in the conference and meetings arena
- Medical society staff who interact with healthcare companies on arrangements for meetings
- Conference organising company staff
- Venue staff
- Others involved in healthcare conferences

### Programme format:

- There will be 2 sessions of approximately 1.5 hours each.
- In each an introductory presentation will be given followed by an interactive discussion between delegates and the tutors. All tutors will contribute to all sessions.
- The discussion will be based on the subject matter of the presentation and will incorporate queries and topics which delegates will be invited to submit in advance of the meeting.

- Pre-prepared materials will help introduce the area.

## Session Overview:

### Session 1 - **The Why, What and How of healthcare compliance**

- o Why Compliance Programmes and organisations have developed so much over recent years?
- o Why is this area so important to the healthcare industry and why are meetings (congresses/ medical education/ advisory boards etc) a special focus for compliance and ethics programmes?
- o What, in essence, is an industry compliance programme and how does it affect other players in the healthcare education world?
- o Describe the various bodies, codes and regulations that affect company involvement in the meetings and medical education sector.
- o Introduce different EFPIA, Eucomed/Ethical MedTech, IFPMA, national codes etc. ....and talk about Self-Regulation etc....
- o Cover key laws and regulation european (advertising, competition) and national (bribery act, FCPA). Explain why these are important and what practical influence they have on meetings.

### Session 2 - **What's hot and why?**

- o This session addresses A) specific questions delegates have submitted in advance and some 'hot topics' in Compliance today. B) Working through some relevant cases from real life.
- o Rather than tackling the latest developments and the fine points of contention (which will be covered in the main seminar) we will step back and describe why these issues are important and how we have come to the current positions.