

# IPCAA Annual Seminar on Compliance 2022

*What we learned*

What does the future of congresses look like?

IPCAA's 2022 Annual Seminar on Compliance brought together a cast of industry experts to share fascinating insights and real-world examples of how companies, medical societies and PCOs are planning for a world of hybrid congresses and to discuss code guidance and regulatory developments.

## Here are the takeaway messages.

### A hybrid future?

The IFMPA Joint Guidance Document on Virtual and Hybrid Congress is no longer directly linked to the COVID-19 pandemic - hybrid is the likely format for future medical events



### Socially awkward

When using social media to raise awareness of industry activities (i.e. congress symposia) companies have inadvertently mentioned products and data in snippets and video trailers. Be mindful of the basic principles, ask; what are you trying to say, how are you saying it and who to...

### LLH. What does it mean?

"Lifelong Learning in Healthcare". A term used to describe non-promotional educational activities led and / or funded by the pharma industry. LLH should be learner-centric and needs-based, increasing the scientific knowledge and competence of healthcare professionals

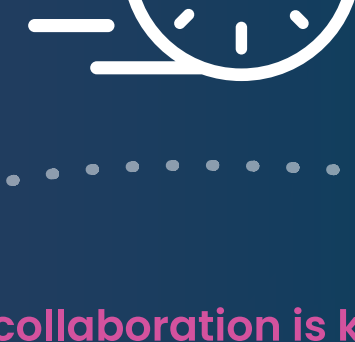
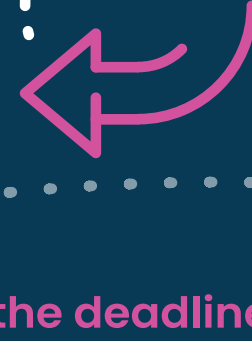


### Quality over quantity

The EFPIA Article 16 Quality Framework has been designed to align industry and increase transparency on industry-led and funded LLH activities

### In, or out?

Fully virtual events are not in scope for e4ethics. As soon as an HCP is in physical attendance, the event falls in scope



### Respect the deadlines

Stricter and stricter policies are being adopted on late Conference Vetting System submissions

### Closer collaboration is key

Greater alignment is needed between sponsors and organisers when registering events in CVS / e4ethics submissions

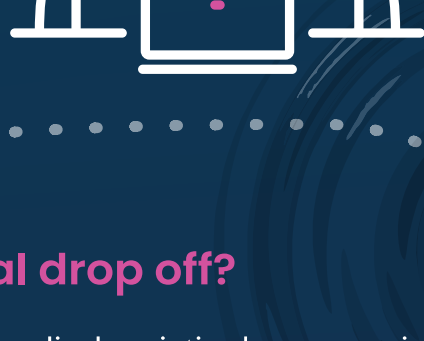


### Virtually no idea

There is a degree of uncertainty as to the future make-up of congress audiences... 33% of medical societies are preparing for three quarters of their audience to be virtual, yet 37% suggest only one quarter of their audience will be online

### What does ESMO think?

The European Society of Medical Oncology (ESMO) are preparing for a 50/50 split between virtual and in person attendees in 2022

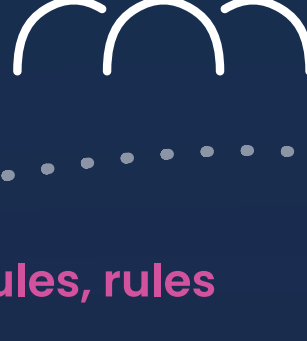


### Virtual drop off?

44% of medical societies have experienced a 30%+ reduction in virtual attendee numbers, down in 2021 from 2020. The widespread reduction is most likely attributed to a) virtual fatigue and b) congress organisers reverting to paid registration fees which are more in line with pre-pandemic rates, whereas in 2020 many congresses offered complimentary registration or heavy discounts

### Meet your expert

The #1 preferred post congress format for industry to engage with HCPs is organising virtual 'meet the expert' sessions, allowing HCPs to create peer connections



### Rules, rules, rules

The pharma industry is the #2 most regulated sector in the world, behind the airline industry!

## Statistics

In February and March 2022, IPCAA and Ashfield Event Experiences conducted a series of online surveys to both medical societies (n27) and pharma companies (n34).

**52%**

of the pharma companies we surveyed are apportioning a quarter of their budget to virtual activities at congress, with

**39%**

allocating half of their budget to virtual activities at congress

**While 46%** of companies are still unsure as to whether they'll continue to support virtual attendees

**49%**

of HCPs are eager to attend congresses in 2022 / 2023 in person

**35%**

will attend a mix of in person and virtual

**16%**

prefer to attend in a virtual capacity



**78%**

of HCPs who prefer to attend in person, have missed the in-real-life experience of attending a congress

## And to conclude...

*Virtual positives to shape a hybrid future*

Medical Societies discussed a number of positive elements of the virtual transition, and what should continue in the hybrid world:



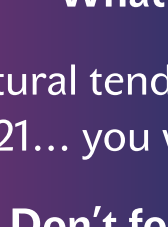
Access to a greater pool of international speakers like never before



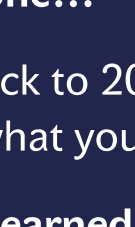
Extended reach into lower / middle income countries



The democratization of science



The rapid dissemination of scientific content



The environmental benefits

## What has been, has gone...

Resist the natural tendency to revert back to 2019 and ignore 2020/2021... you will not achieve what you once did.

**Don't forget the lessons learned.**

