

Medical Meetings

Compliance Success and Failures

Presented at:

MedComms Networking Event
6th September 2017

www.MedCommsNetworking.com

Who am I?

Andrew Winterburn – Director , 3Sixty Event Consulting

- 25 Years specialising in Healthcare Sector Meetings and Events
- 1000's of Projects managed
- Events across the Life Cycle of a Product both internally and externally facing
- Over €30M of annual spend managed across multiple global clients
- Events in every time zone
- Strategic consultant

Who are we?

Consultancy



A consultancy dedicated to meetings and events in the healthcare sector

Training



The only on-line platform with certificated content for those involved in healthcare sector meetings and events on how to integrate regulatory codes into any event

Compliance



An on-line directory Healthcare-Venues.com including a compliance assessment report for every venue with a trained Venue Healthcare Champion

Objective:

“Understand the strategies and tactics to create client solutions and competitive advantage in a Compliance Environment”

Compliance Overview



Globalisation

Every country, everywhere is implementing increasingly stringent codes



Transparency

Transfers of Value have created a business like relationship between HCPs and healthcare and life science companies



Ethics

Over the last decade business ethics has become the benchmark by which public and business opinion is given a prominent place in how companies act

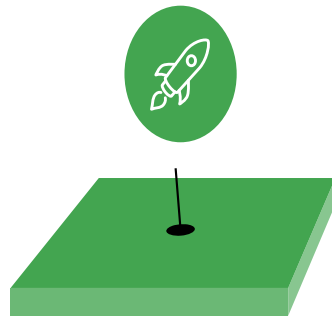
"The road to success and the road to failure are almost exactly the same."

Colin R. Davis

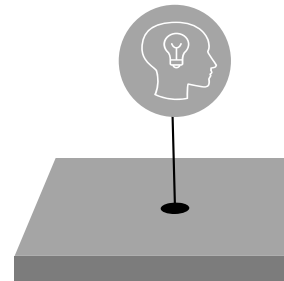
Conductor – London Symphony Orchestra



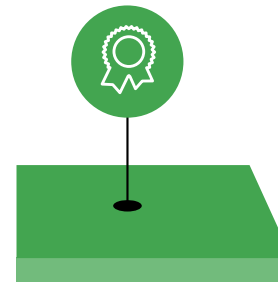
Compliance Successes



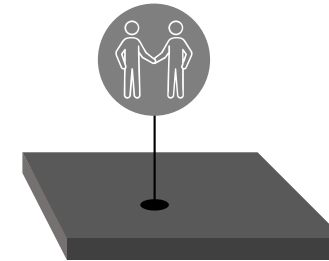
See compliance to regulatory code as an **opportunity**



The opportunity is to be an **expert** in a space that defines modern meetings and events for the healthcare and life science sector



Recognise that a greater concentration on science, driven by the code, provides opportunities to create even more **learning centric events** with scientific content at their core



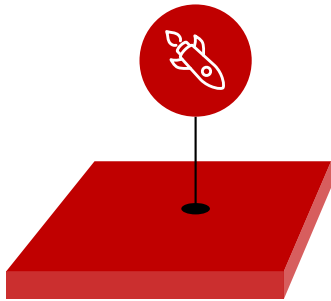
Demonstrate that you are a **safe pair of hands**, at least for now, provides any organisation, and individual, a competitive business advantage

“The only real mistake is the one from which we learn nothing.”

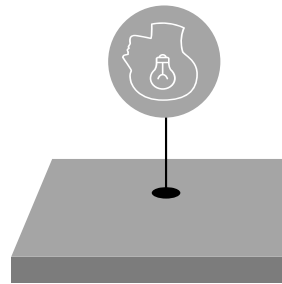


Henry Ford - A “Smart” Man

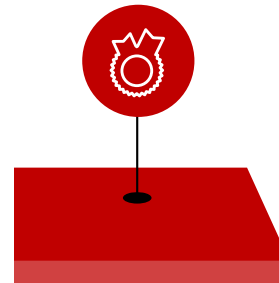
Compliance Failures



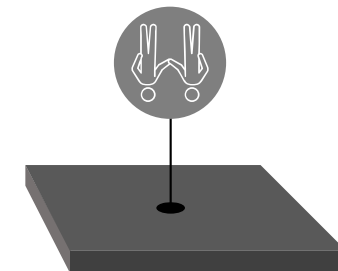
It's **not my** responsibility, it's the clients responsibility



We'll handle compliance issues **when they arise**



The chances of an issue are **rare**, there are other priorities



Our people have been involved in Healthcare events for years, they **know what they are doing**



What does Success look like?



The Roadmap to Success



STRATEGIC

- Create your own **Compliance subject matter expert**, or experts, investing in them to reflect your commitment to one of your client's biggest challenges
- Consider how your solutions and services are treated by the code. **Is everything you do appropriate to the code?**



TACTICAL

- **“Read the Code”** – show you are prepared to understand how, at least, the host code for any event treats meetings & events
- **Use the language of the code** when communicating to demonstrate knowledge and reduce your advice being subjective

Get in contact:



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