Medical Communications Meeting, 6th December 2012

COMPLIANCE REPORTING FOR EVENTS:
HCP TRANSPARENCY REPORTING
Profile – Mark Handforth

✓ 1988 – 2001  World Meetings
✓ 2001 – 2005  Board Director, WorldEvents
  • Healthcare Sales and Marketing Director
  • Head of US and London Offices
✓ 2005 – 2009  Head of Global Events, F. Hoffman La Roche, Basel
✓ 2005 – 2009  Board Member IPCAA
  (International Pharmaceutical Congress Advisory Association)
✓ 2009 – 2011  International Development Director, Grass Roots
  • MD, Grass Roots Zurich
✓ 2011 -       Managing Director, 360 Event Consulting Ltd
✓ 2012 -       Director, Compliant Venues Ltd
Presentation Perspective

Head of Events, UK and Global Markets
Meetings and Events (M&E) Compliance Challenges

Content

Event Management

Internal Enthusiasm for Meetings

HCP Reporting

Expenses
Promotional Material
Order Forms
Giveaways
Event Costs
Contracts
Expenses
Exhibits
Head of Events – the transparency to-do-list

Non-Centralised Events
Events not delivered by a centralised events department

Strategic Meetings Management
Large-scale consolidation of event programmes

HCP Transparency

Reporting
Global and National policies on HCP reporting, data requested and needed

Education
Policies, procedures, reverse flow of customers and external supply chain

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Technology Reporting

- Global
  - Speaker Bureaus
  - ZINC, BMI Systems, SAP, Others
  - Ariba, Others

- National
  - Event Partners
  - CRM, Others
  - SAP, Others
  - Events Portals e.g. Starcite, Cvent

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HCP Reporting

✓ Global policy in place?

✓ National policy in place?

✓ Clarity on granularity required between national and other codes?

✓ Technology and education to deliver on needs
Education

✓ Scope of education
  ✓ Internal
  ✓ External

✓ Flexibility of training programme as code and needs change

✓ Technology support
Strategic Meeting Management Programmes (SMMP)

✓ **Explanation:** Formally mandated programmes for the centralised visibility, booking, event management, budgeting and reporting via an event management solution and/or on-line tools.

✓ Strategy change required?

✓ Reporting tools capable to up skill?

✓ Will the scope of activity within SMM programmes increase?
Non-Centralised Events

✓ **Explanation:** Sponsored events, low value (£) activities, online meetings

✓ Greater case for centralisation due to transparency needs?

✓ Mandate globally, to harmonise multi market events e.g. ad boards, standalones etc.
Summary

✓ Even greater focus on administration and reporting.

✓ Need for central visibility increased.

✓ Further reduction in sponsorship of HCP’s to national and international association and patient group activities.

✓ US model to M&E in Europe on the horizon?