

MedComms Networking

AFTERNOON WORKSHOP


Sunshine in practice, now and in the future

12 February 2014 – Oxford

www.medcommsnetworking.co.uk/event58.html



year of the horse



Welcome to the year of the whores.
People around the globe celebrate

BBC
NEWS



Pre-event survey:

200 responses

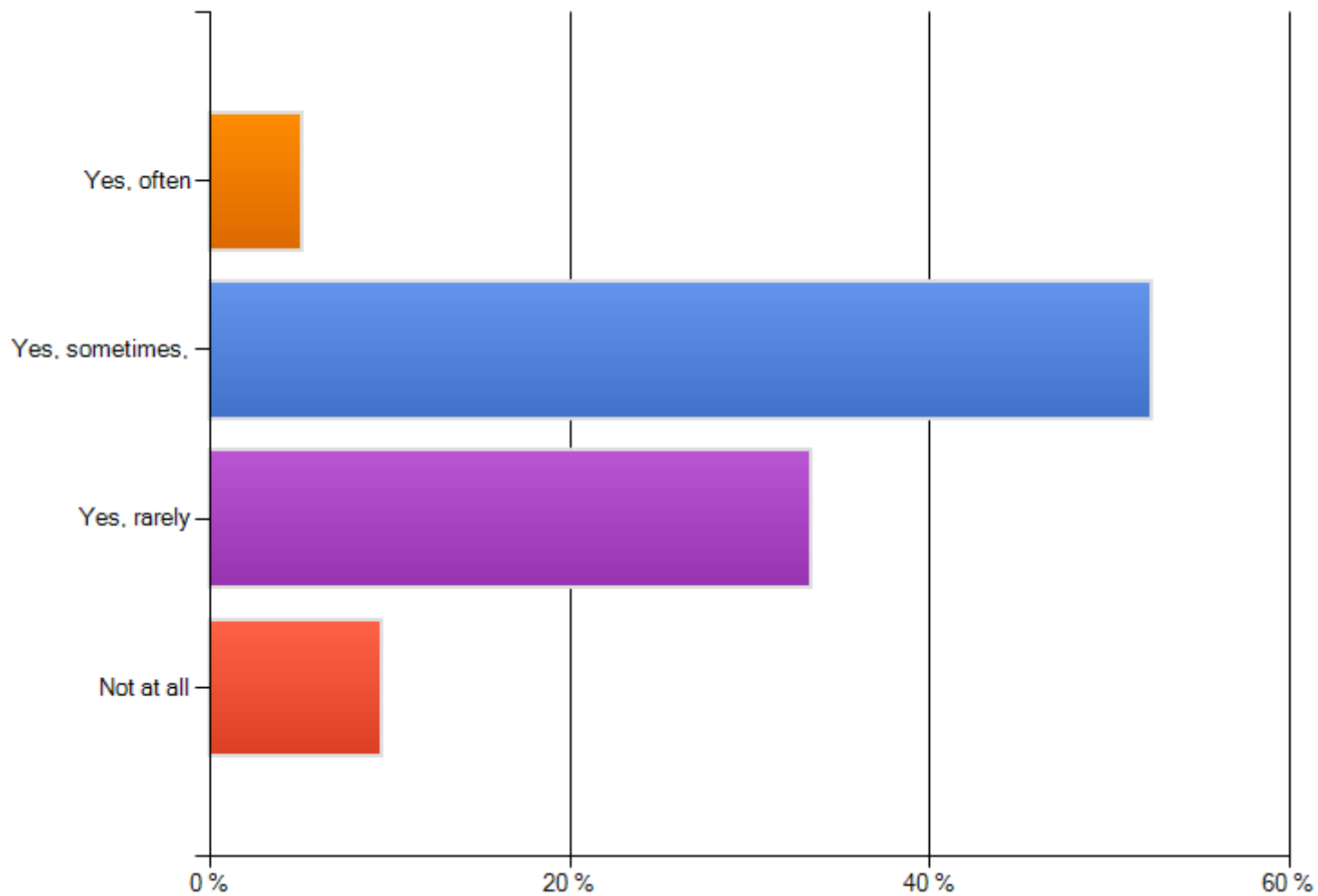
159 UK-based respondents

- MedComms agency 57% Freelance 26%
- Primary focus national 12% International 88%
- Med writing 42% Client services 16%

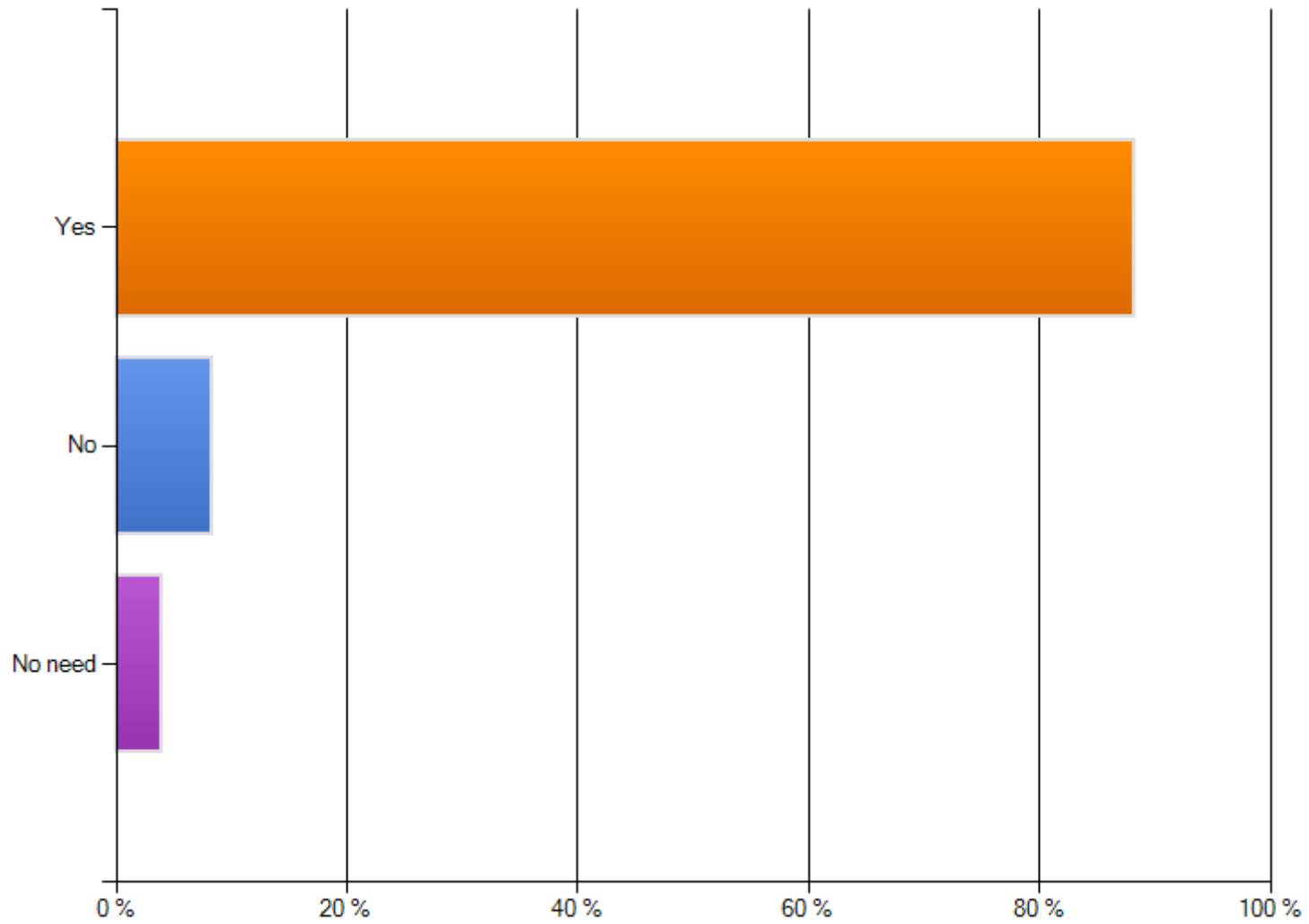
Visit <http://svy.mk/1haw13U>

Password medcomms120214

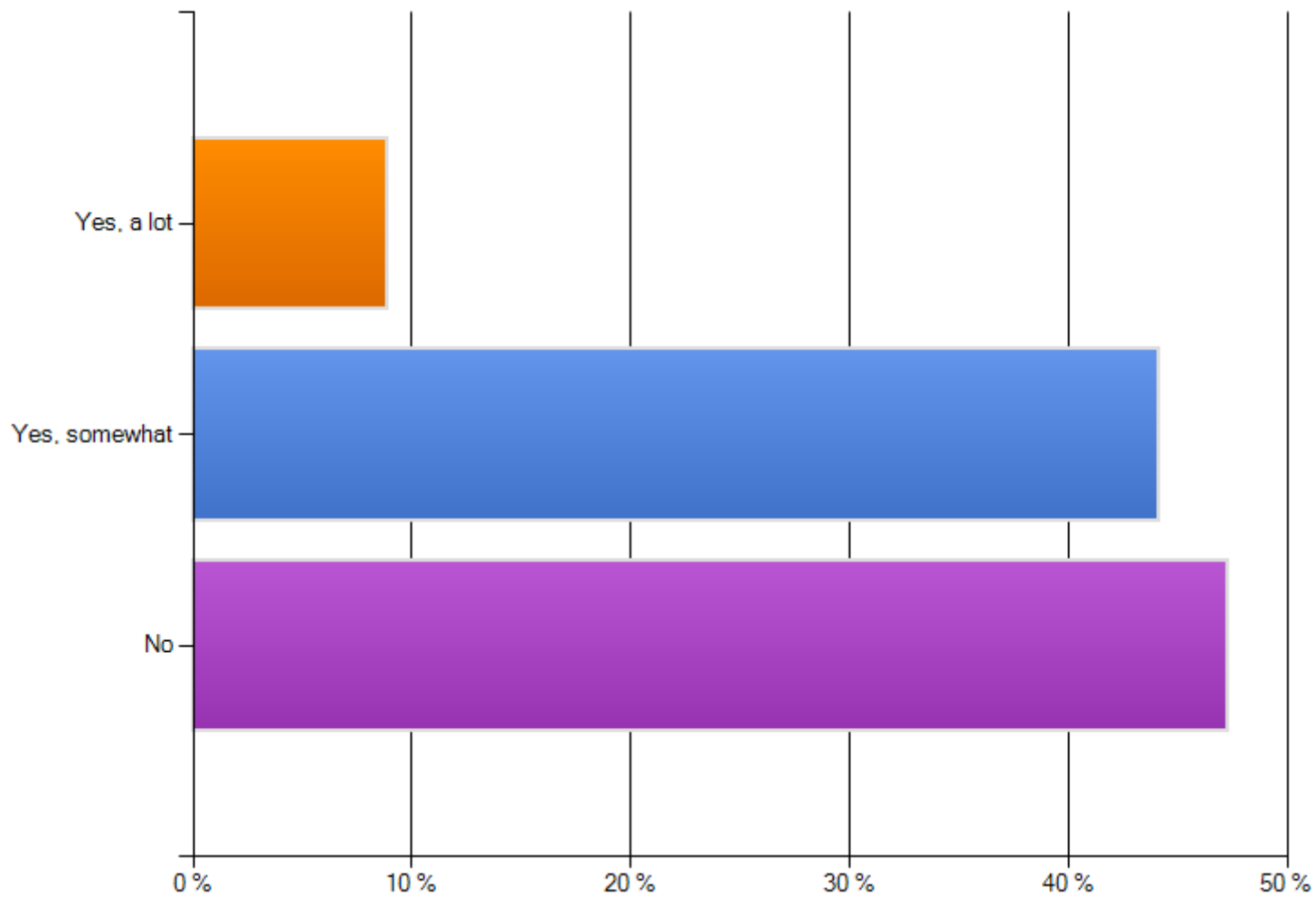
From your current perspective, do you agree the Pharma industry is guilty of questionable behaviour?



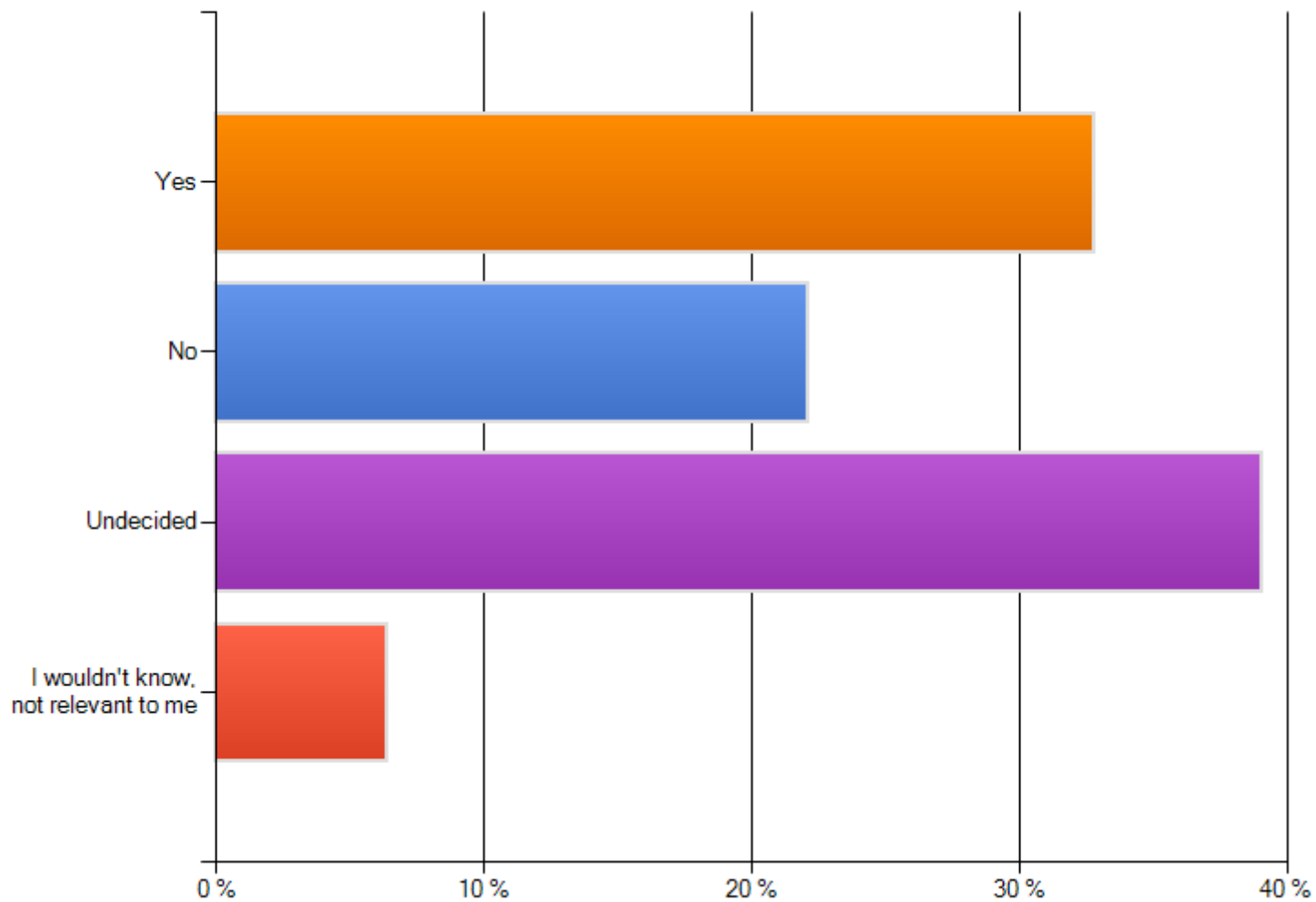
Do you think Pharma can realistically do more to improve it's reputation or not?



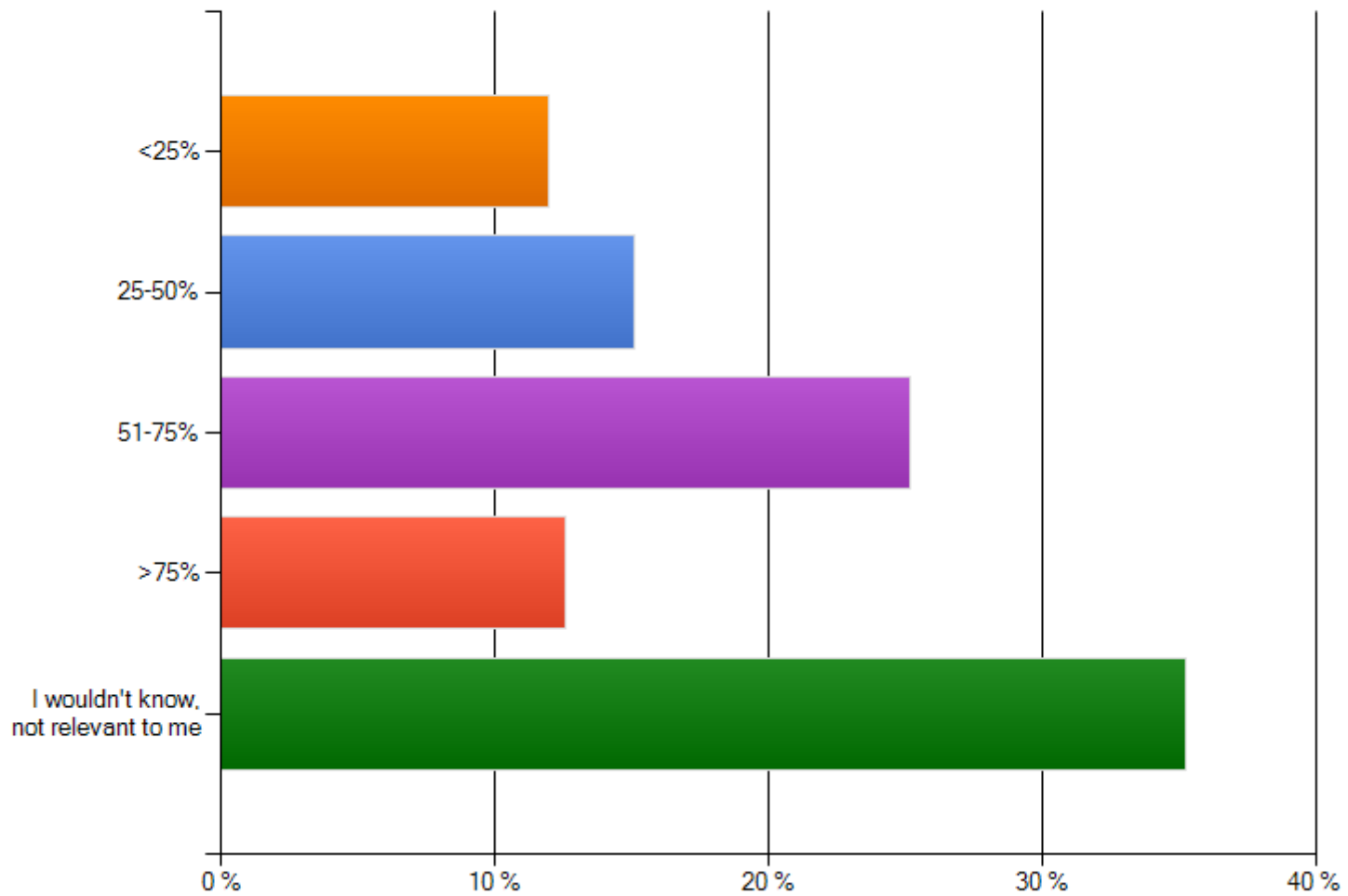
Has your day-to-day work been affected by the US Sunshine Act and Open Payments system?



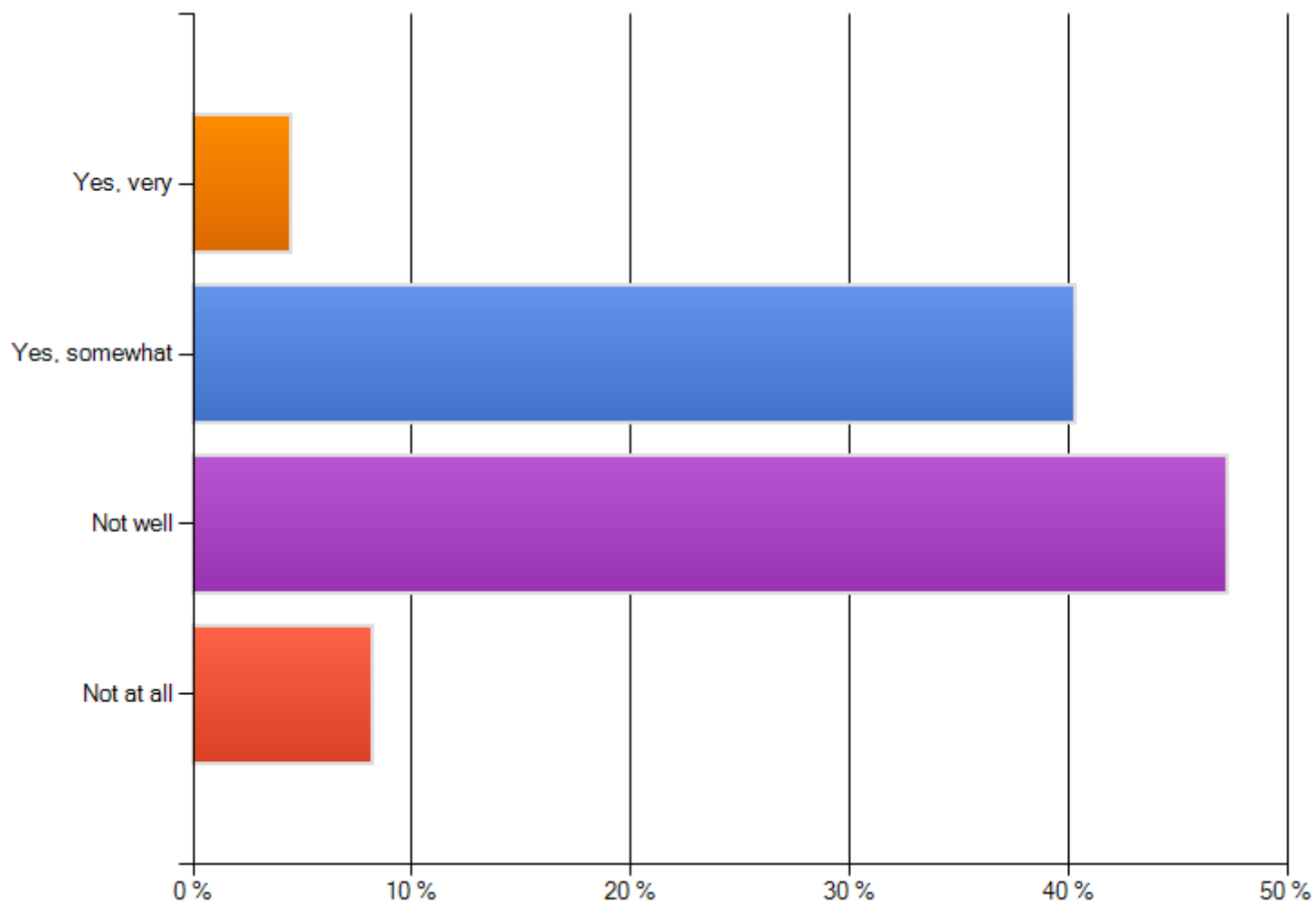
Do you think that medical writing is a transfer of value (TOV) as defined by the US Sunshine Act?



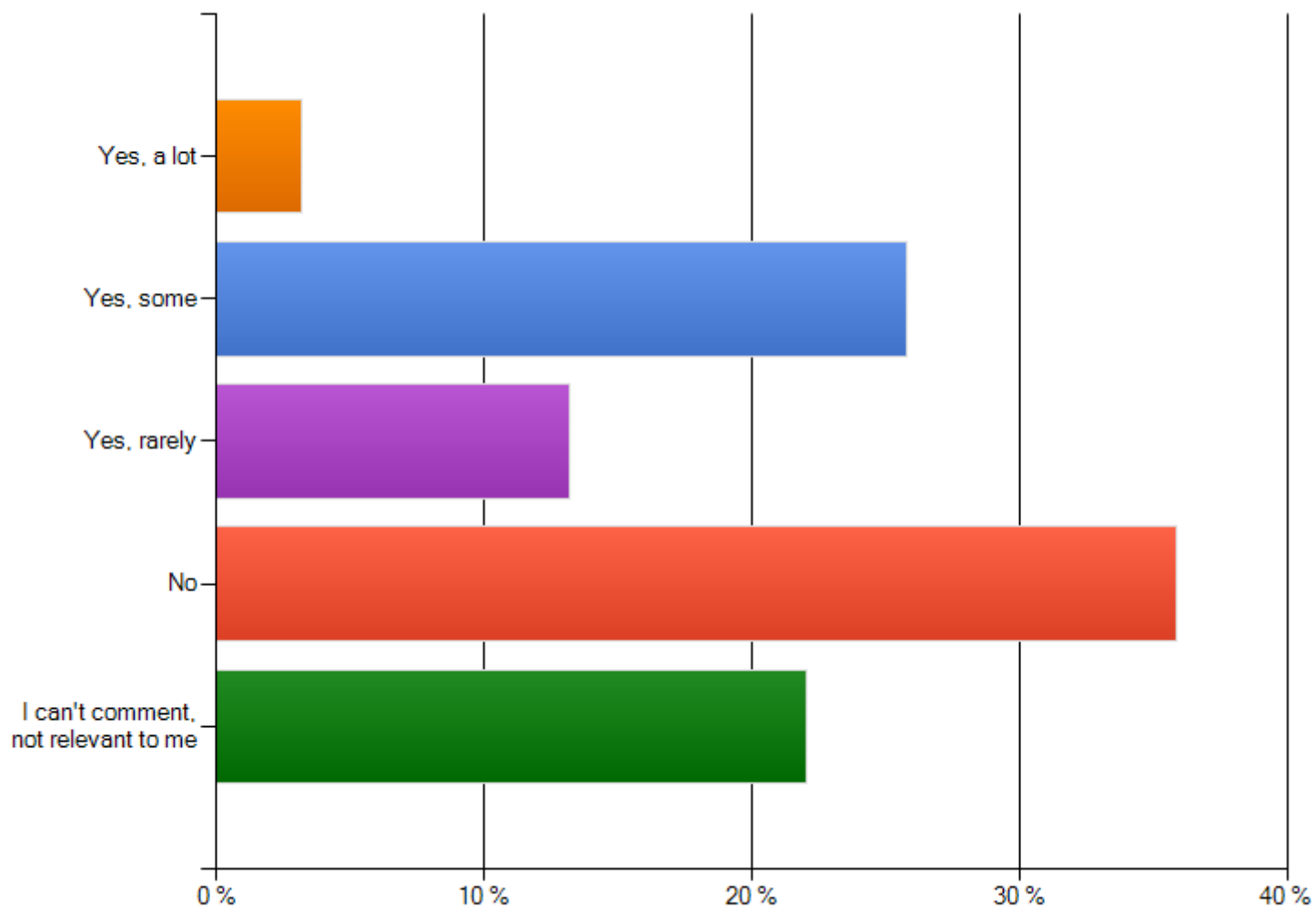
From what you have seen, what proportion of pharma companies do you think are currently intending to report medical writing as a TOV under the US Sunshine Act and Open Payments system?



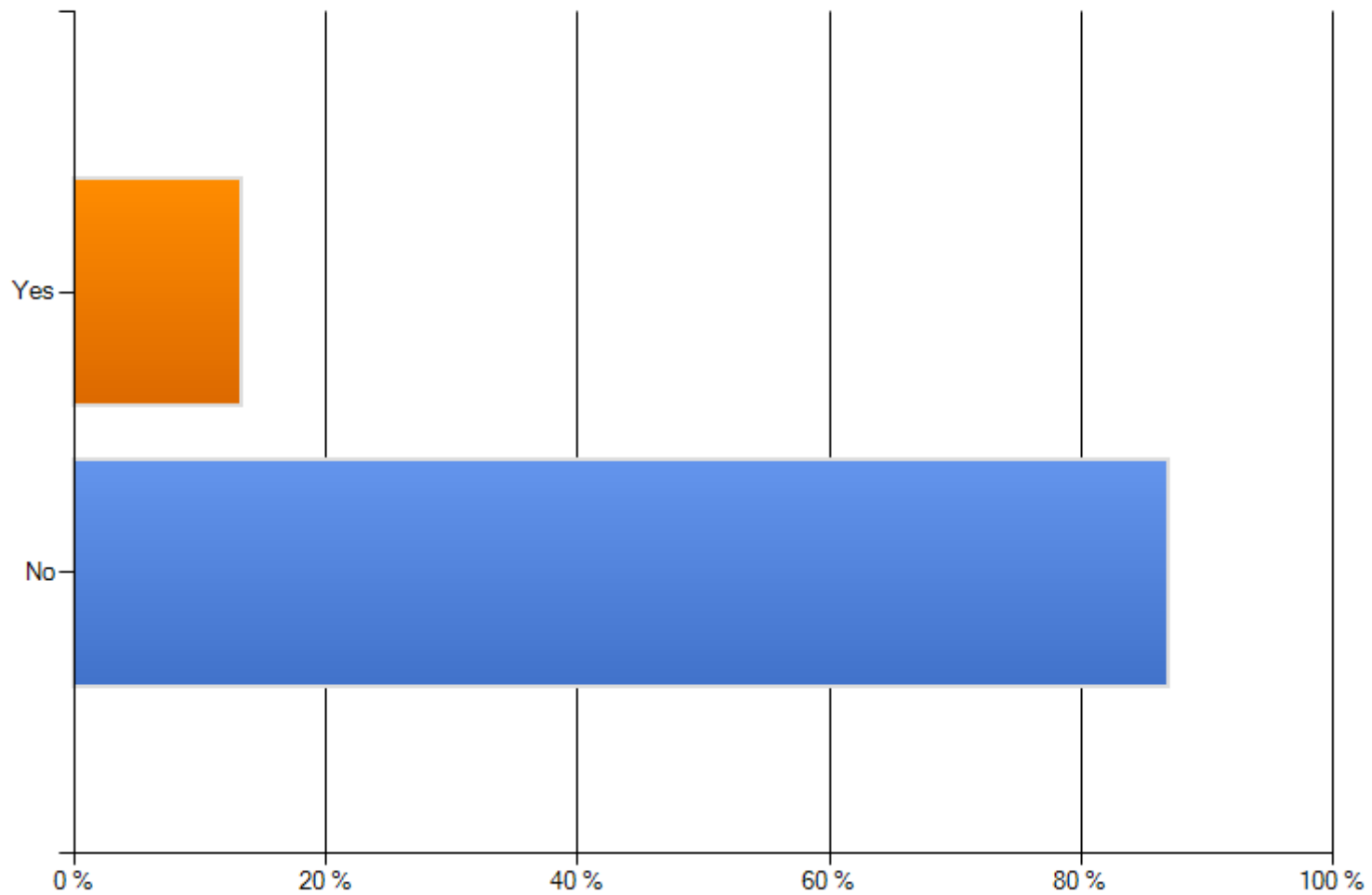
From what you have seen so far, do you consider US-registered physicians to be well informed about the US Sunshine Act and Open Payments system?



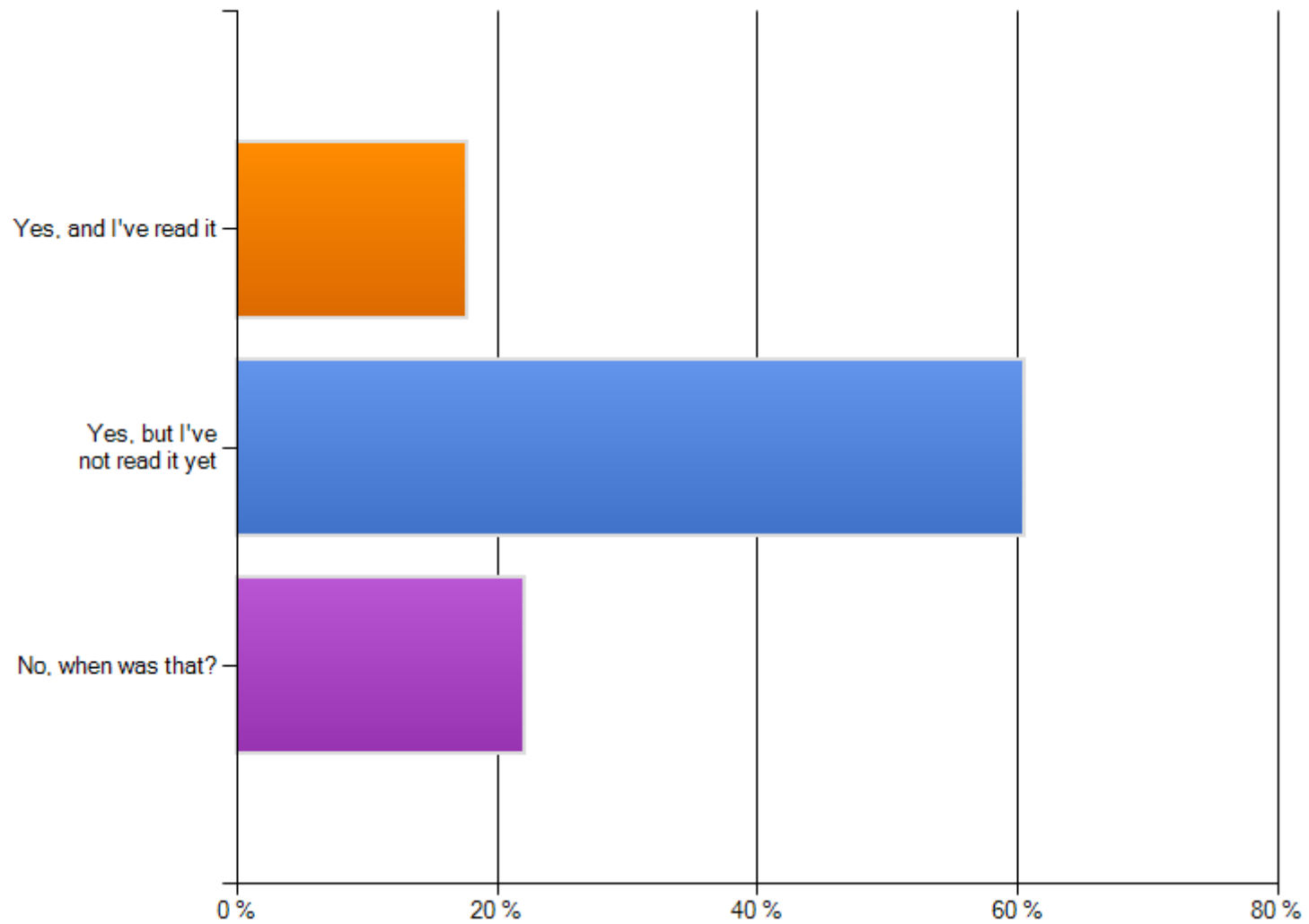
Do you know of US-registered physicians declining to work with or to receive support from Pharma in any way, specifically as a result of the US Sunshine Act and Open Payments system?



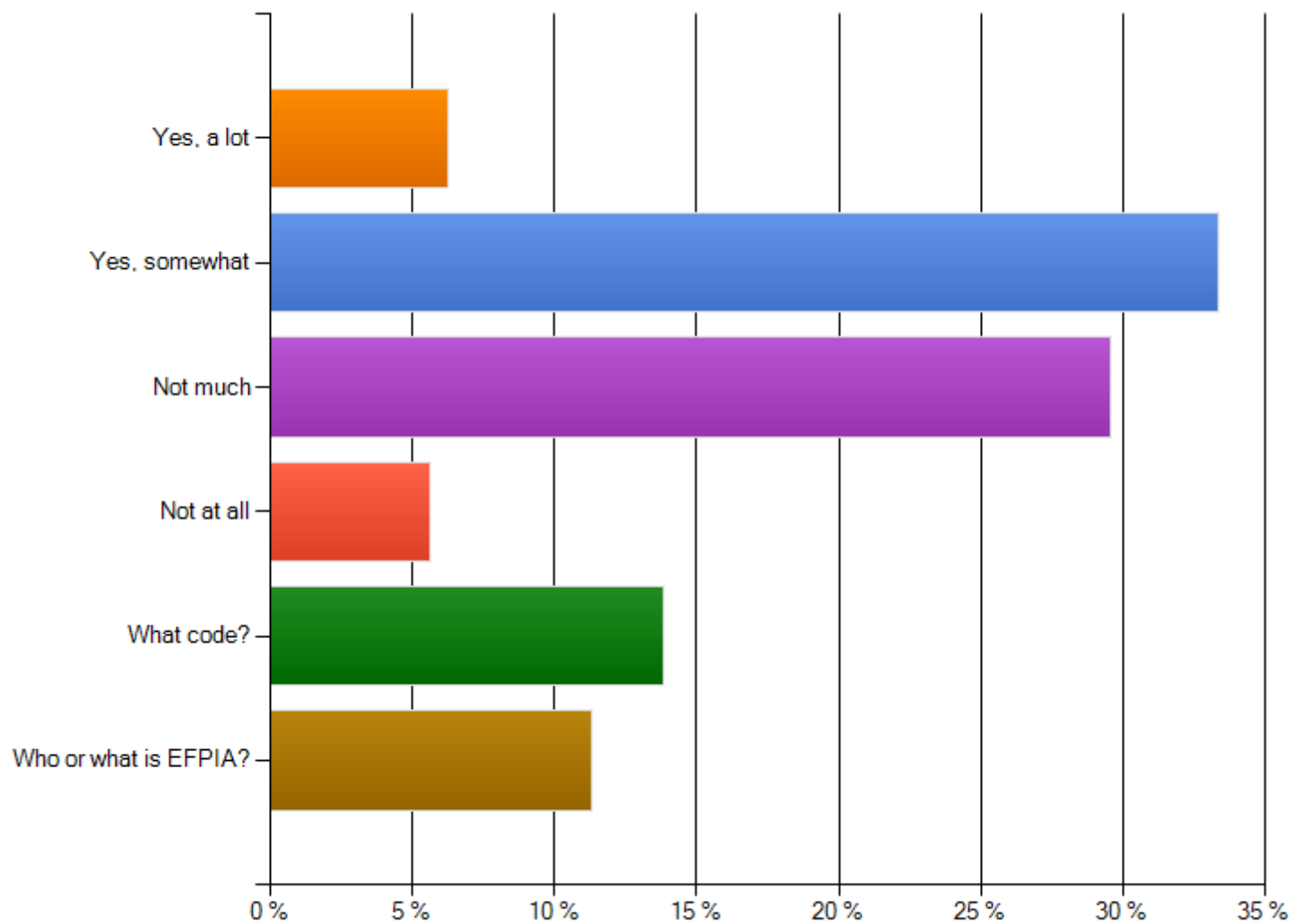
Are you aware of medical societies worrying about funding problems arising directly from Pharma withdrawing support from their events as a consequence of the US Sunshine Act and Open Payments policy?



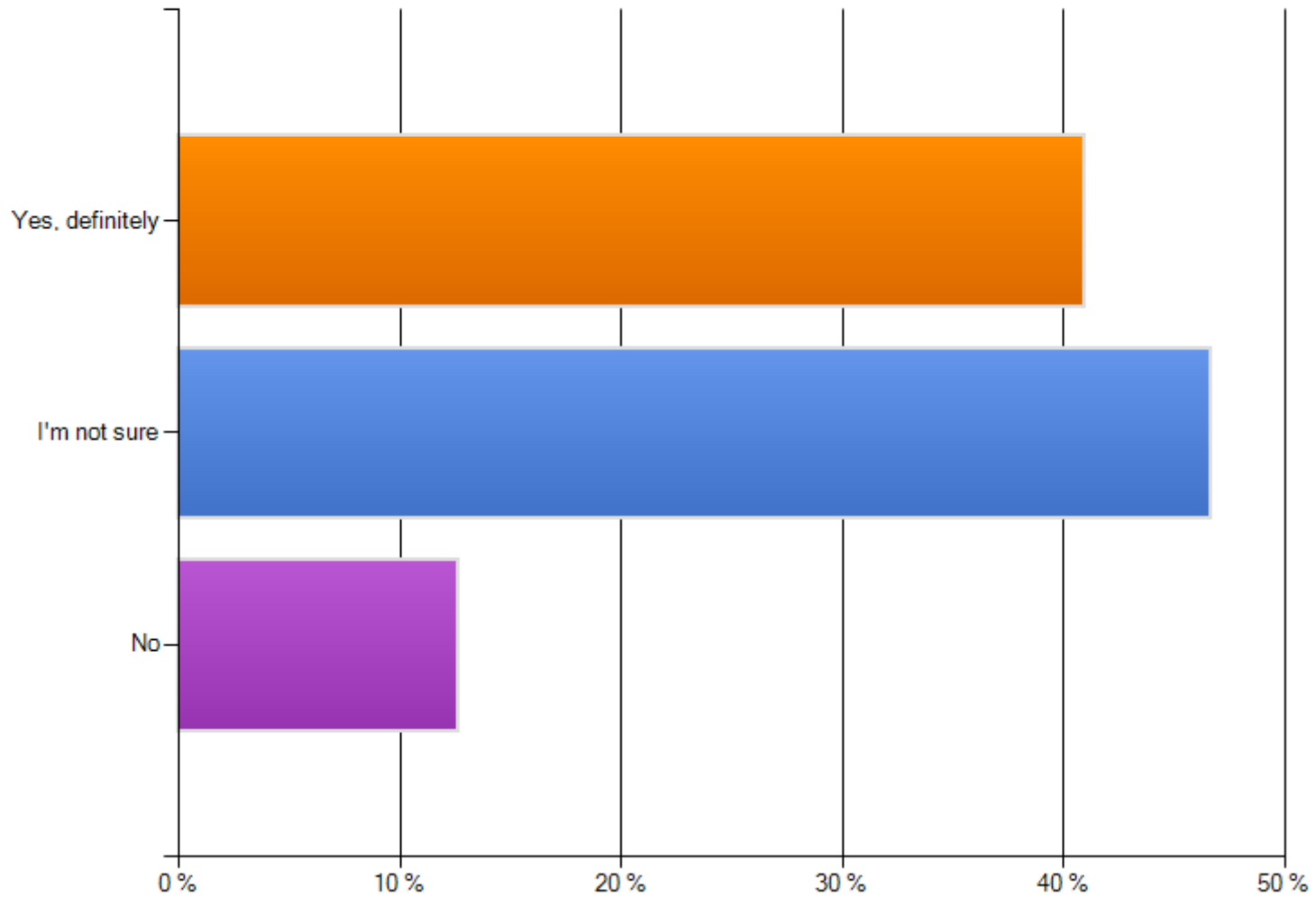
Are you aware that a new ABPI code has been published?



Do you anticipate that your day-to-day work will be affected by EFPIA's Disclosure code?



As a simple general point, do you think more "Sunshine" however it is brought to bear on physicians and other healthcare professionals, is a good thing or not?





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The Chatham House Rule reads as follows:

*When a meeting, or part thereof, is held under the **Chatham House Rule**, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.*

The world-famous Chatham House Rule may be invoked at meetings to encourage openness and the sharing of information.