AFTERNOON WORKSHOP

*Sunshine in practice, now and in the future*

12 February 2014 – Oxford

www.medcommsnetworking.co.uk/event58.html
Welcome to the year of the whores. People around the globe celebrate
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?

- Yes, often
- Yes, sometimes
- Yes, rarely
- Not at all

0% 20% 40% 60%
Do you think Pharma can realistically do more to improve its reputation or not?

- Yes
- No
- No need
Has your day-to-day work been affected by the US Sunshine Act and Open Payments system?

- Yes, a lot
- Yes, somewhat
- No
Do you think that medical writing is a transfer of value (TOV) as defined by the US Sunshine Act?

- **Yes**
- **No**
- **Undecided**
- **I wouldn't know; not relevant to me**

![Bar chart](chart.png)
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?

- <25%
- 25-50%
- 51-75%
- >75%
- I wouldn't know, not relevant to me

0 %  10 %  20 %  30 %  40 %
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?

- Yes, very: [percentage bar]
- Yes, somewhat: [percentage bar]
- Not well: [percentage bar]
- Not at all: [percentage bar]
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?

- Yes, a lot
- Yes, some
- Yes, rarely
- No
- I can't comment, not relevant to me
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?

- Yes, and I've read it
- Yes, but I've not read it yet
- No, when was that?
Do you anticipate that your day-to-day work will be affected by EFPIA's Disclosure code?

- Yes, a lot
- Yes, somewhat
- Not much
- Not at all
- What code?
- Who or what is EFPIA?
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?

- Yes, definitely
- I'm not sure
- No
Sometimes, even if I stand in the middle of the room, no one acknowledges me.
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.