

# HCP Engagement Strategies

DELIVERED AS A VIRTUAL EVENT  
OCTOBER 19-21, 2021

REFINE  
COMMERCIAL  
OPERATIONS  
FOR EFFECTIVE,  
COMPLIANT  
HEALTH CARE  
PROVIDER  
INTERACTIONS

## EXPERT COMPLIANCE, MARKETING AND COMMERCIAL OPERATIONS TRAILBLAZERS DRIVING THE DIALOGUE



**Christie Camelio,**  
Chief Compliance,  
Ethics and Risk Management Officer,  
**TG THERAPEUTICS**



**Adele Dittrich,**  
Director,  
U.S. HCP Engagement Operations,  
**ALEXION PHARMACEUTICALS**



**Ed Sleeper,**  
Ethics and  
Compliance Officer,  
**HUTCHMED**



**Dana E. Cohen,**  
Director, Marketing,  
**NESTLE  
HEALTH SCIENCE**



**Rahul Khara,**  
Vice President, Legal and  
Chief Compliance Officer,  
**ACCELERON PHARMA**



**Amy Hawrylo,**  
Associate Director, HCP Engagement  
Technology and Analysis,  
**NOVO NORDISK**



**Fred Eaton,**  
Associate  
Vice President, Deputy Compliance Officer,  
**TISSUETECH**



**Heather Reavey,**  
Director, HCP Consulting Management,  
**OLYMPUS CORPORATION OF  
THE AMERICAS**

Now in its 5th year, **HCP Engagement Strategies** unifies key stakeholders to benchmark winning frameworks for effective physician interactions, from both a compliant and commercial excellence perspective. Consider virtual interaction strategies, cross-functional approaches, digital tools and technologies, contract efficiencies, medical education materials and much more with like-minded industry counterparts.

## WHO SHOULD ATTEND?

You will benefit from attending if you are a Life Sciences professional and have responsibilities or involvement in the following areas:

- HCP Engagement/Interactions/Consulting
- Compliance
- Legal
- Commercial Operations
- Marketing
- Medical Affairs
- Speaker/Promotional Programs
- Transparency
- Thought Leader Liaisons
- External Engagements
- Medical Meetings/Events
- Professional/Medical Education
- Fair Market Value

## WE ASKED, YOU ANSWERED!

***“What is your biggest challenge currently in your role?”***

- Understanding industry standards and processes
- Resources
- Collaboration
- Combining US and OUS processes for consistency
- Tracking compliance concerns
- Global alignment on how to balance efficiency and compliance when engaging external stakeholders
- Tracking HCP engagement
- Transitioning from reactive to strategic compliance
- Meeting the continually evolving needs of the business in an expedited fashion while maintaining a balance of high-quality documentation

*Snapshot of Responses from Past Attendee Polling*

**ANSWERS TO THESE PRESSING QUESTIONS AND MORE WILL BE DISCUSSED IN OCTOBER!**

**GET SOCIAL WITH US**  
**#HCPVIRTUAL2021**



Join Our **LinkedIn** Community

**CBI Compliance Series**



Follow us on **Facebook**

**@CBIconferences**





**Tweet Your Learnings**

**@CBI\_Conferences**



**DAY ONE | TUESDAY, OCTOBER 19, 2021**


<p>10:00-10:15 AM</p>	<p><b>Informa Connect Welcome and Chairperson's Opening Remarks</b>  <i>Renea Messmore, Director, HCP Engagements and Grants, Johnson &amp; Johnson Medical Technology Companies</i>  <i>Katie Laquidara, Conference Producer, Informa Connect</i></p>
<p>10:15-11:00 AM</p>	<p><b>PhRMA KEYNOTE ADDRESS: Code Updates on Interactions with Health Care Professionals</b>                  Hear first-hand guidance on the upcoming PhRMA code changes regarding HCP interactions, set to take effect January 1st, 2022. Review key details including the exclusion of alcohol, delivering modest meals, streamlined attendance and more at speaker programs. Strive to deliver educational, compliant interactions, with the end goal of establishing meaningful relationships between life sciences, HCPs and patients. Take the opportunity to ask questions and clarify ambiguities to set up for success in compliance with regulatory frameworks.  <i>Merlin Brittenham - Senior Director, Law, PhRMA</i></p>
<p>11:05-11:50AM</p>	<p><b>Enforcement Panel – DOJ Insights and Guidance on Reducing Risk</b></p> <ul style="list-style-type: none"> <li>• Hear current government oversight, expectations and high-risk areas to monitor to ensure compliance, with a heightened focus on virtual and hybrid interactions</li> <li>• Stay up to date on increased regulations for managing HCP interactions and pursuing valuable engagement initiatives</li> </ul> <p><i>Moderator:</i>  <i>Jane Yoon, Partner, Litigation, Paul Hastings, LLP</i></p> <p><i>Panelists:</i>  <i>Jolie Apicella, Assistant U.S. Attorney, Chief, Health Care Fraud, U.S. Attorney's Office, Eastern District of New York</i>  <i>Allan Medina, Chief, Health Care Fraud Unit, U.S. Department of Justice, Washington D.C.</i>  <i>Lee Cortes, Chief, Health Care Fraud Unit, U.S. Attorney's Office, District of New Jersey</i></p>
<p>11:50 AM-12:50 PM</p>	<p> <b>TAKE TIME FOR VIRTUAL NETWORKING WITH COLLEAGUES</b></p>
<p>12:50-1:35 PM</p>	<p><b>Assess the State of the Industry – Predictions for the Future of Compliant and Effective HCP Interactions</b>                  With much discussion across different industries regarding the notion that 'virtual is here to stay,' what will the future of HCP engagements look like? As there are benefits to virtual, benefits to hybrid, and benefits to face-to-face interactions, what will be the option that is 'just right,' for both industry and HCPs? Consider market data, trends and lessons learned over the past year and a half to discuss what approaches are likely to be long-lasting.  <i>Moderator:</i>  <i>Tracy Doyle, Managing Partner, eNOVA</i></p> <p><i>Panelists:</i>  <i>Christie Camelio, Chief Compliance, Ethics &amp; Risk Management Officer, TG Therapeutics</i>  <i>Ed Sleeper, Ethics and Compliance Officer, HUTCHMED</i>  <i>Amy Hawrylo, Associate Director, HCP Engagement Technology &amp; Analysis, Novo Nordisk</i></p>
<p>1:40-2:25 PM</p>	<p><b>Review Industry Trends and Data-Driven Insights to Maximize the HCP Experience</b></p> <ul style="list-style-type: none"> <li>• Centralize communication and enhance visibility to deliver best-in-class HCP experiences</li> <li>• Analyze industry data and interpret insights to drive business decisions</li> <li>• Strengthen collaboration with external thought leaders through use of streamlined technology</li> </ul> <p><i>Thomas Hayes, Director, Offering Management, IQVIA</i>  <i>Mario Prohasky, Principal, EMEA Compliance Consulting Lead, IQVIA</i></p>

2:30-3:00 PM	 <b>TAKE TIME FOR VIRTUAL NETWORKING WITH COLLEAGUES</b>
3:00-3:45 PM	<p><b>Achieve Optimized Interactions with Clear End-to-End Process Ownership</b></p> <p>Benefit from an in-depth case-study demonstrating how teams work cross-functionally and determine which departments/roles own certain processes. Learn how team members collaborate, how they maximize efficiency and ultimately make the process easy on both internal colleagues and external thought leaders.</p> <p><i>Stephanie Potts, Senior Manager, HCP Engagements, <b>Johnson &amp; Johnson</b></i>  <i>Christian Didizian, Senior Manager, Health Care Compliance, <b>Johnson &amp; Johnson</b></i></p>
3:50-4:35 PM	<p><b>Interactive Benchmarking Table Talk</b></p> <p>Take the opportunity to connect with likeminded colleagues and companies facing similar challenges. Benchmark to achieve optimized HCP interaction processes through a collaborative conversation, with insights from key facilitators representing small/emerging bio/pharma, mid-large size bio/pharma and medical device.</p> <p><i>Fred Eaton, Associate Vice President, Deputy Compliance Officer, <b>TissueTech</b></i>  <i>Bjoern Dupre, Director, Compliance Monitoring and Investigations, <b>Bayer</b></i>  <i>Heather Reavey, Director, HCP Consulting Management, <b>Olympus Corporation of the Americas</b></i></p>

 **DAY TWO | WEDNESDAY, OCTOBER 20, 2021**


**Compliance Optimization – Morning Spotlight**

10:00-10:15 AM	<p><b>Compliance Optimization Chair Opening Remarks</b></p> <p><i>Rahul Khara, Vice President, Legal and Chief Compliance Officer, <b>Accelaron Pharma</b></i></p>
10:15-11:00 AM	<p><b>Enhance Compliance Monitoring Initiatives to Reduce Risk in Virtual HCP Interactions</b></p> <ul style="list-style-type: none"> <li>• Level-set with colleagues for effective speaker program management, advisory board communications, lunch and learns and more during a time of heightened virtual connection</li> <li>• Act in accordance of internal processes, industry guidelines and regulations for compliant virtual engagements</li> <li>• Consider additional areas of interest and risk as virtual HCP interactions will likely become further integrated into team operations</li> </ul> <p><i>Moderator:</i>  <i>Tracy Doyle, Managing Partner, <b>eNOVA</b></i></p> <p><i>Panelists:</i>  <i>Alex Ganz, Associate Director, Compliance, <b>Akebia Therapeutics</b></i>  <i>Tracey Cunningham, Associate Director, Auditing and Monitoring, <b>Boehringer Ingelheim</b></i>  <i>Rahul Khara, Vice President, Legal and Chief Compliance Officer, <b>Accelaron Pharma</b></i></p>

<p>11:05-11:50 AM</p>	<p><b>Consider Processes for Navigating Virtual Meal Strategies</b></p> <p>Hear a company case-study on effective approaches to controlled execution of modest meals amid the virtual world, as a result of the COVID-19 pandemic</p> <p><i>Brenda Crabtree, Director, Compliance Auditing and Monitoring, <b>Aiummune Therapeutics</b></i>  <i>Laura Hamm, Senior Director, Corporate Compliance, <b>Aiummune Therapeutics</b></i></p>
<p>11:55 AM-12:40 PM</p>	<p><b>Assess Effective Approaches to Third-Party Monitoring and Oversight to Manage Key Risk Areas</b></p> <ul style="list-style-type: none"> <li>• Discuss challenges seen when transitioning from in-person auditing to virtual auditing</li> <li>• Overcome limitations of virtual auditing to ensure due diligence in third-party monitoring</li> <li>• Consider the impact on budgeting for future third-party monitoring activities</li> </ul> <p><u>Moderator:</u>  <i>Regina Alvarado, Principal, Strategy, Life Sciences, U.S. Compliance Consulting Lead, <b>IQVIA</b></i></p> <p><u>Panelists:</u>  <i>David Amendola, Senior Manager, Global Compliance Risk Evaluation &amp; Management, <b>ConvaTec</b></i>  <i>Gus Papandrikos, Senior Director, Compliance Monitoring &amp; Transparency Reporting, <b>Daiichi Sankyo</b></i>  <i>Tiffany Tang, Senior Director, Compliance, <b>Covis Pharmaceuticals</b></i></p>
<p>12:40-1:40 PM</p>	<p> <b>TAKE TIME FOR VIRTUAL NETWORKING WITH COLLEAGUES</b></p>
<p>1:40-2:25 PM</p>	<p><b>Incorporating Management of High-Risk Engagements into Your Compliance Program</b></p> <p>Explore actionable insights for implementing a compliant HCP engagement process that fits your organization. Attorneys and compliance experts will partner with industry experts to highlight different aspects of managing third party engagement risk for pre-commercial and commercialized companies.</p> <ul style="list-style-type: none"> <li>• Understand FCPA, anti-bribery and anti-kickback laws and how they relate to HCP Engagement</li> <li>• Take a look at what companies need to be aware of to enhance and create their compliance programs</li> <li>• Maximize internal resources and optimize cross-functional management to provide a smooth experience, both internally and externally</li> </ul> <p><i>Michael O'Connor, Chief Product Officer, <b>Porzio Life Sciences LLC</b></i>  <i>Michelle Axelrod, Principal, <b>Porzio Bromberg &amp; Newman P.C.</b></i></p>
<p>2:30-3:15 PM</p>	<p><b>Apply Lessons Learned and Operationalize Details Released in the OIG Speaker Programs Special Fraud Alert</b></p> <ul style="list-style-type: none"> <li>• Deduce strategies to prepare for the future of compliant speaker programs</li> <li>• Review various approaches to promotional activities based upon recommendations in the SFA</li> <li>• Assess how different organizations are interpreting the guidance to pursue effective programs</li> </ul> <p><u>Moderator:</u>  <i>Laura Skinner, Director, Life Sciences Consulting Group, <b>Paul Hastings, LLP</b></i></p> <p><u>Panelists:</u>  <i>Fred Eaton, Associate Vice President, Deputy Compliance Officer, <b>TissueTech</b></i>  <i>Ali Lyons, Senior Director, Business Ethics and Compliance, North America, <b>Ipsen</b></i></p>

 **DAY THREE | THURSDAY, OCTOBER 21, 2021**

**Commercial Excellence – Morning Spotlight**

10:00-10:15 AM	<p><b>Compliance Optimization Chair Opening Remarks</b></p> <p><i>Jennifer Capurso, Director, Marketing Events and Medical Education, <b>Conformis</b></i></p>
10:15-11:00 AM	<p><b>Determine the Value of Various Virtual Engagement Approaches</b></p> <ul style="list-style-type: none"> <li>• Consider which channels are most effective and preferred by external thought leaders</li> <li>• Assess which approaches are highest on return from a cost and time investment perspective</li> <li>• Find the right balance to blend omnichannel marketing strategies</li> </ul> <p><i>Dana E. Cohen, Director, Marketing, <b>Nestle Health Science</b></i></p>
11:05-11:50 AM	<p><b>Examine the Development and Deployment of Medical Education Resources</b></p> <ul style="list-style-type: none"> <li>• Consider the process of organizing personnel, types of programs, simulators and models to ultimately lead to the creation of medical education materials</li> <li>• Ensure due diligence in the full process to ultimately provide value to the end user</li> <li>• Determine how to assess effectiveness in engaging with HCPs (i.e. setting up the right program for the right audience)</li> </ul> <p><i>Saumya Premachandra, Director, Medical Education, <b>Penumbra, Inc.</b></i></p>
11:55 AM-12:40 PM	<p><b>Leverage the Benefits of Technology and Digital Tools for Relationship Building</b></p> <p>In a year filled with virtual interaction and heightened use of technology functionalities, recognize opportunities to utilize innovative digital capabilities to your advantage to pursue meaningful partnerships.</p> <p><i>Jennifer Capurso, Director, Marketing Events and Medical Education, <b>Conformis</b></i></p>
12:40-1:40 PM	<p> <b>TAKE TIME FOR VIRTUAL NETWORKING WITH COLLEAGUES</b></p>
1:40-2:25 PM	<p><b>COVID-19 and HCP Engagements: Understanding the Impact of Virtual Events</b></p> <p>Learn about the results of CEI's recent survey on virtual events and what HCP engagements have looked like throughout the pandemic, and what they will likely look like in the future.</p> <ul style="list-style-type: none"> <li>• Hear how different regions of the world reacted to the effectiveness of virtual presentations and meetings</li> <li>• Explore the types of challenges companies encountered</li> <li>• Learn about options to consider when thinking about virtual versus in-person events in the future and how to set your organization up for success</li> </ul> <p><i>Jacob Presson, Manager of FMV Services, <b>Cutting Edge Information</b></i></p>
2:30-3:15 PM	<p><b>Filling in the Gaps – Promoting Commercial and Compliance Team Collaboration</b></p> <p>Commercial teams are becoming more and more innovative, as seen with the many changes made over the course of the last year and a half. Understand the importance of establishing a strong relationship and open communication to ensure strong compliance support with the initiative to be unique and forward-thinking in HCP engagement strategies.</p> <p><i>Adele Dittrich, Director, U.S. HCP Engagement Operations, <b>Alexion Pharmaceuticals</b></i></p>
3:15-3:20 PM	<p><b>Chairperson's Closing Remarks</b></p> <p><i>Renea Messmore, Director, HCP Engagements and Grants, <b>Johnson &amp; Johnson Medical Technology Companies</b></i>  <i>Katie Laquidara, Conference Producer, <b>Informa Connect</b></i></p>

## A GREAT PLACE TO MEET YOUR MARKET

Maximize your access to decision-makers and align your brand with the life sciences industry's premier thought-leaders and industry innovators. Informa Connect's custom sponsorship programs are designed to support your organization's overall business development and marketing initiatives through meaningful prospect and customer interactions, brand assertion campaigns and content-rich thought-leadership opportunities. Capitalize on the life sciences community's premier platform for peer-to-peer exchange, solution driven content and first-in-class networking opportunities. For more information on how to position your company as a sponsor or exhibitor, contact **John Egan at (908) 310-7683 or email at [john.egan@informa.com](mailto:john.egan@informa.com)**.



### **VIRTUAL EXPERIENCE October 19-21**

- All sessions and slide decks available with access up to 30 days post-event
- Benefit from live Q&A with select speakers and panelists to get answers to your most pressing questions
- Event platform with dynamic features, including attendee and company profiles, advanced search capabilities to identify opportunities and potential partners, easy-to-use technology to enable virtual networking, and more

REGISTRATION FEE		STANDARD RATE
Life Sciences Manufacturers	Virtual-Only	\$1599
Solution Providers/ Consultants/Law Firms	Virtual-Only	\$2099

## 4 WAYS TO REGISTER NOW!



### WEB

[informaconnect.com/  
HCP-engagement-strategies](http://informaconnect.com/HCP-engagement-strategies)



### PHONE

212-600-3597



### LIVE CHAT

[informaconnect.com/  
HCP-engagement-strategies](http://informaconnect.com/HCP-engagement-strategies)



### EMAIL

[john.kuchinski@informa.com](mailto:john.kuchinski@informa.com)

## CONNECT WITH THE HCP ENGAGEMENT STRATEGIES TEAM:



### Content Development:

Kathryn Laquidara  
[kathryn.laquidara@informa.com](mailto:kathryn.laquidara@informa.com)



### Sponsorship & Exhibits:

John Egan  
[john.egan@informa.com](mailto:john.egan@informa.com)  
908-310-7683



### Registration & Teams:

John Kuchinski  
[john.kuchinski@informa.com](mailto:john.kuchinski@informa.com)  
603-921-7741

## STAY CONNECTED:



@CBIconferences



Join our  
LinkedIn Community  
@Informa Connect CBI  
@CBI\_Conferences



Follow us on  
Facebook  
@Informa Connect CBI