

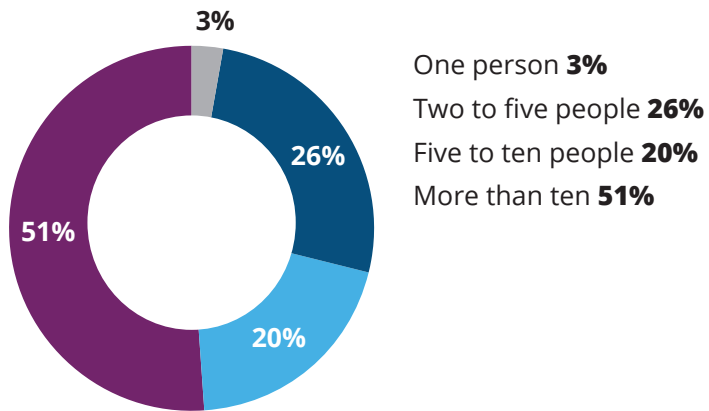
COMPLIANCE INSIGHTS

2024 Benchmarking Report Summary

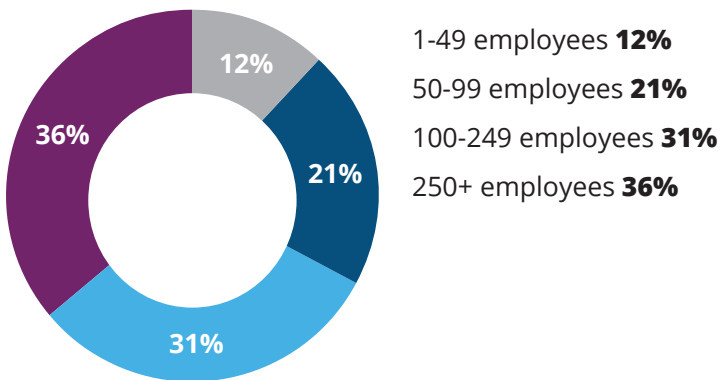
Your Peers Have Spoken...
See What They Had to Say

WHO COMPLETED THE SURVEYS

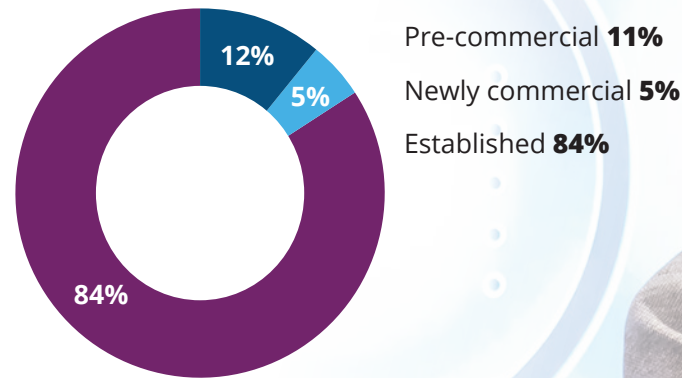
Size of compliance department?



Size of organization?



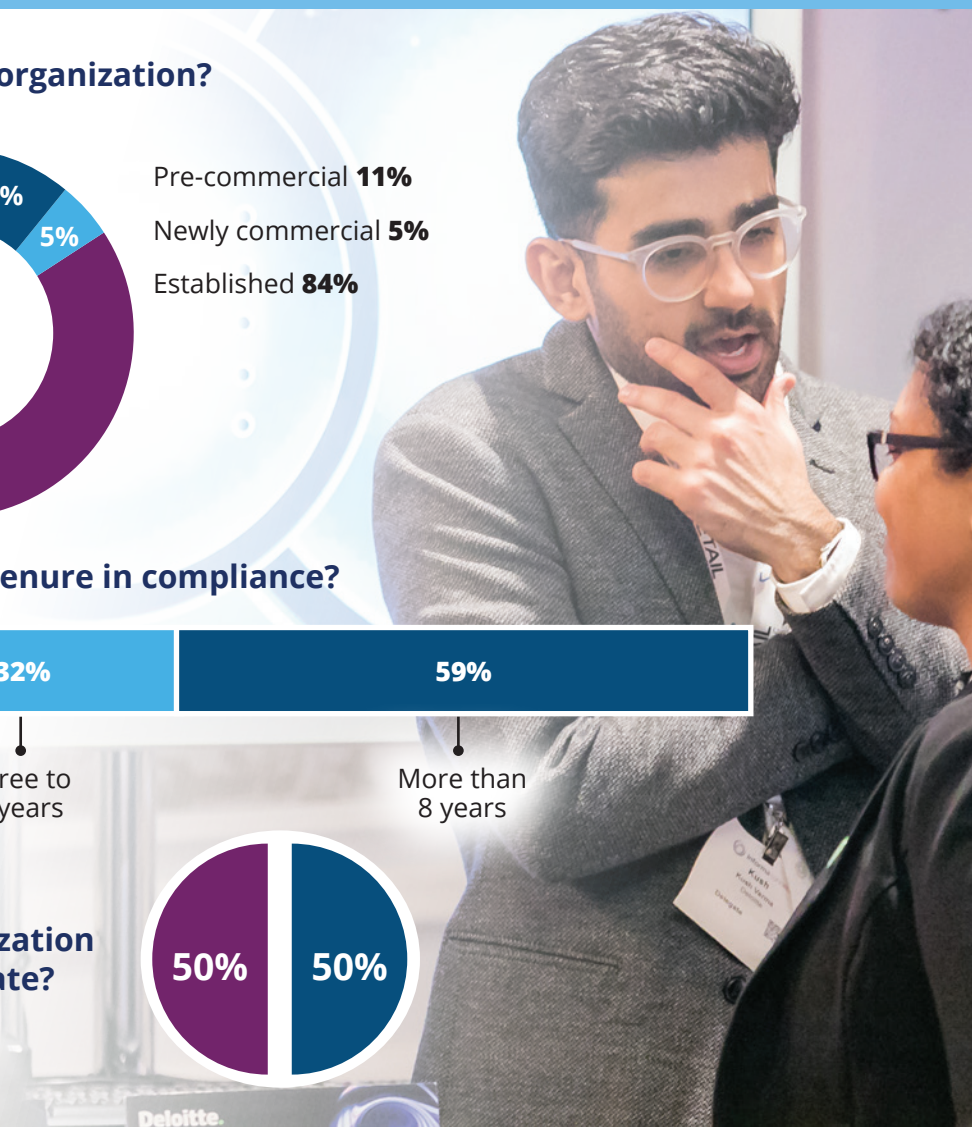
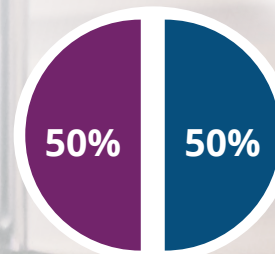
Stage of your organization?



What is your tenure in compliance?

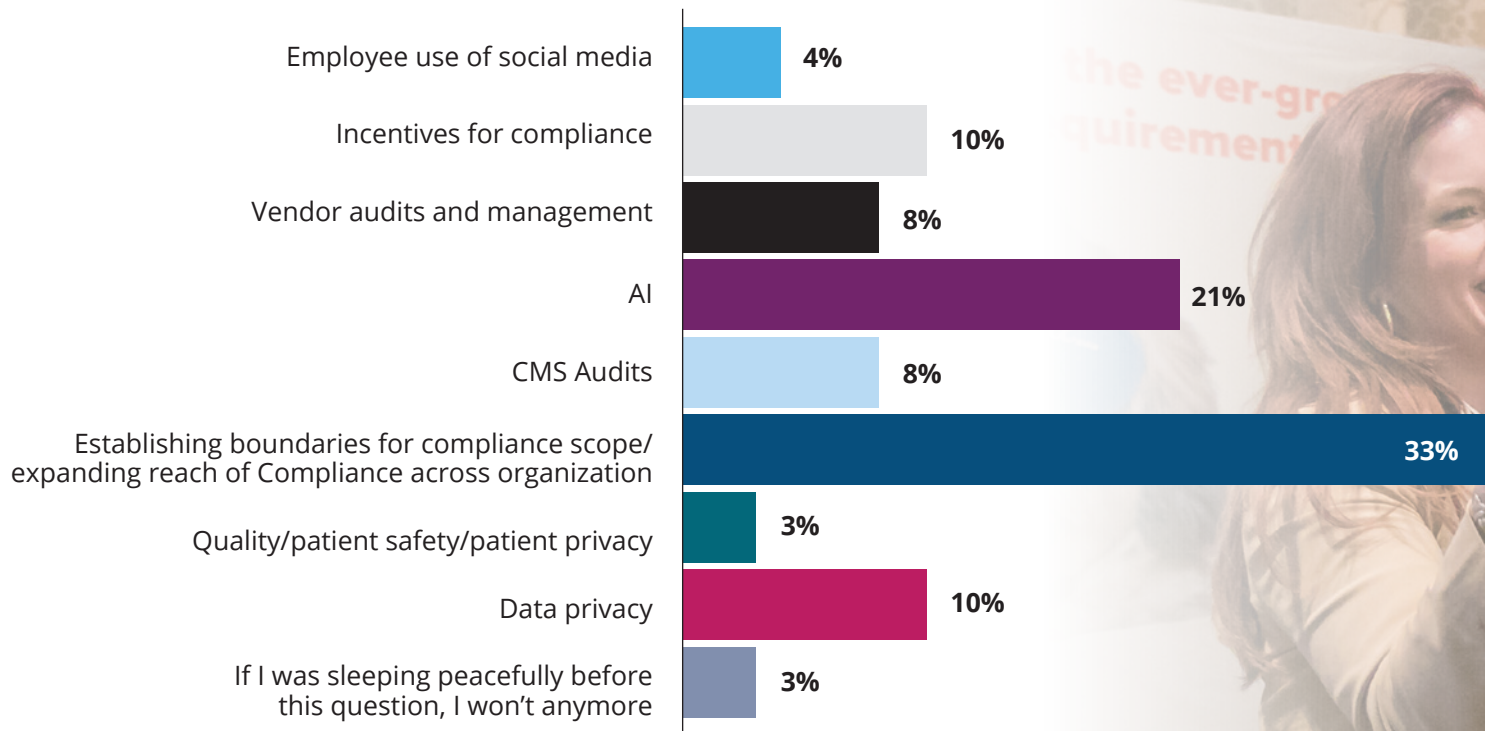


Is your organization public or private?

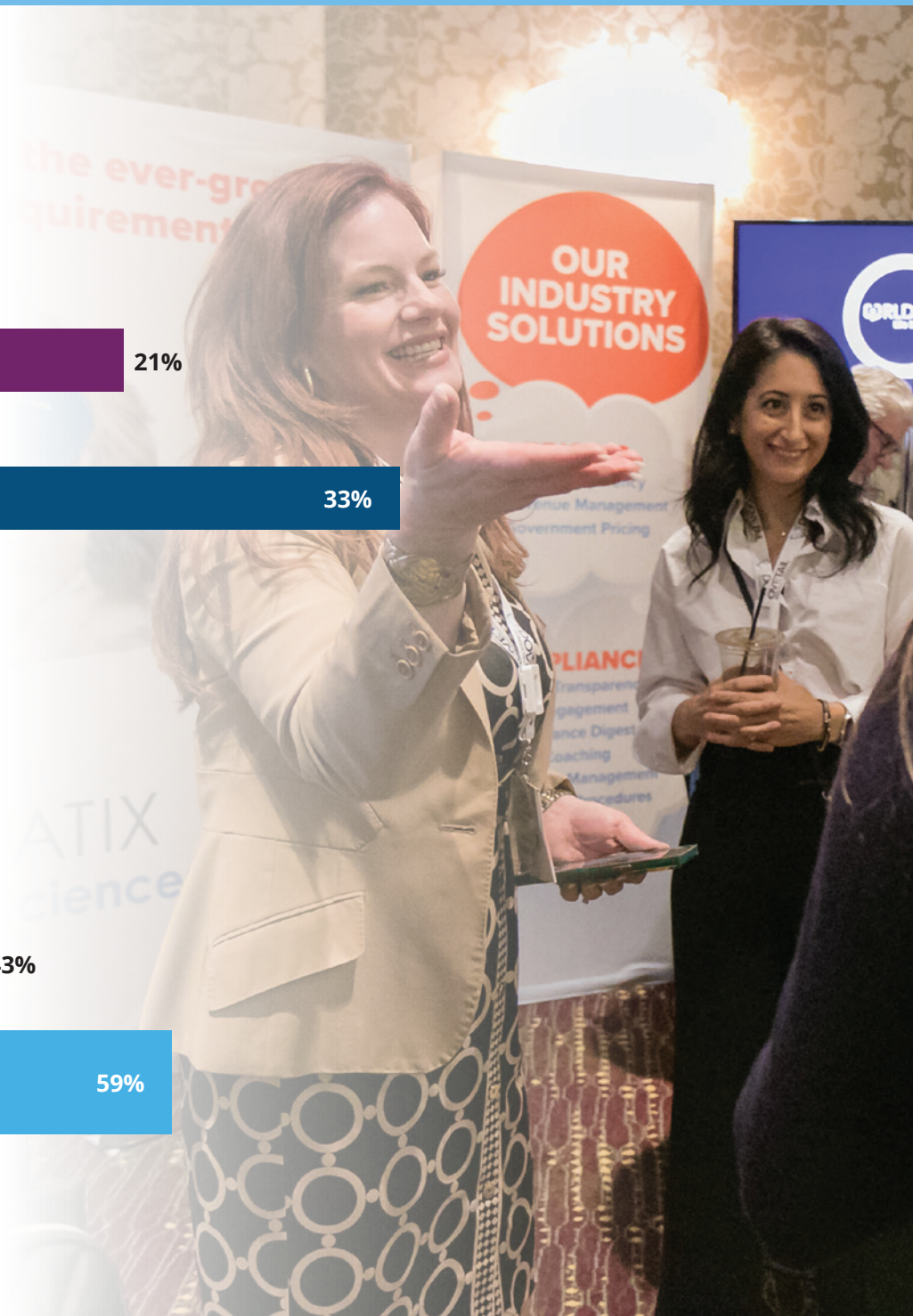
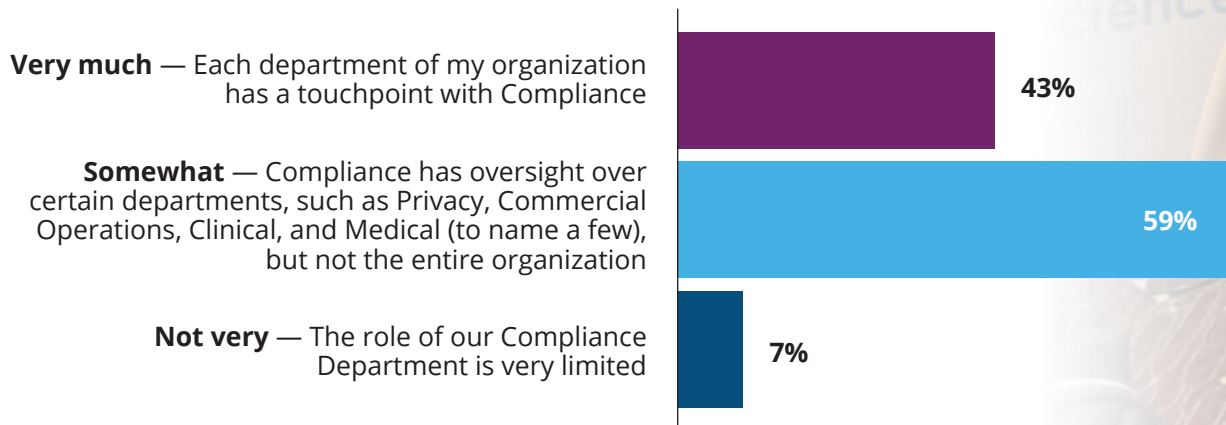


GENERAL THOUGHTS FROM PARTICIPANTS

What compliance topics keep you up at night?



How aligned is compliance across the organization?

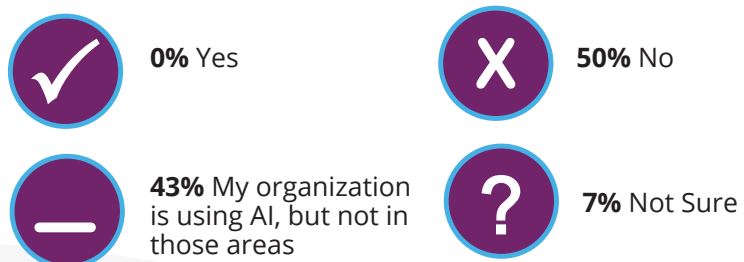


THE FUTURE OF ARTIFICIAL INTELLIGENCE

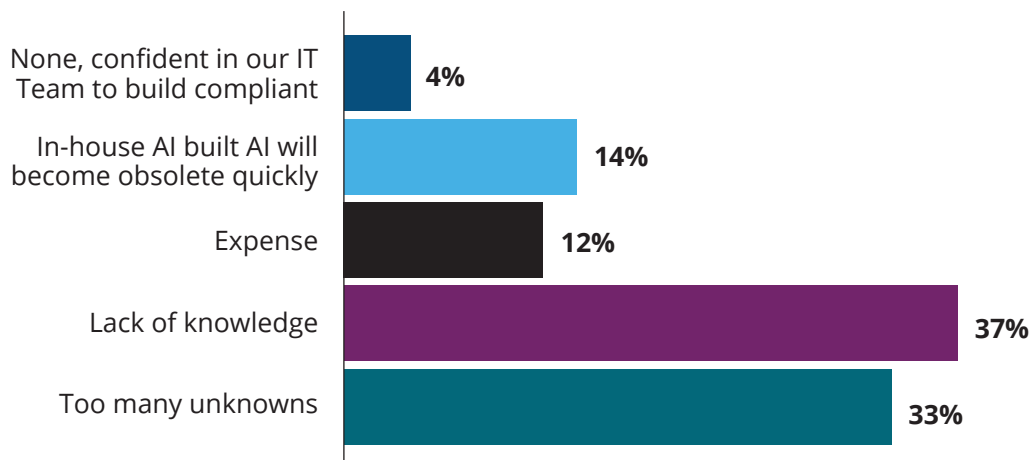
How prepared do you feel your organization is to handle AI governance, monitoring, and compliance?



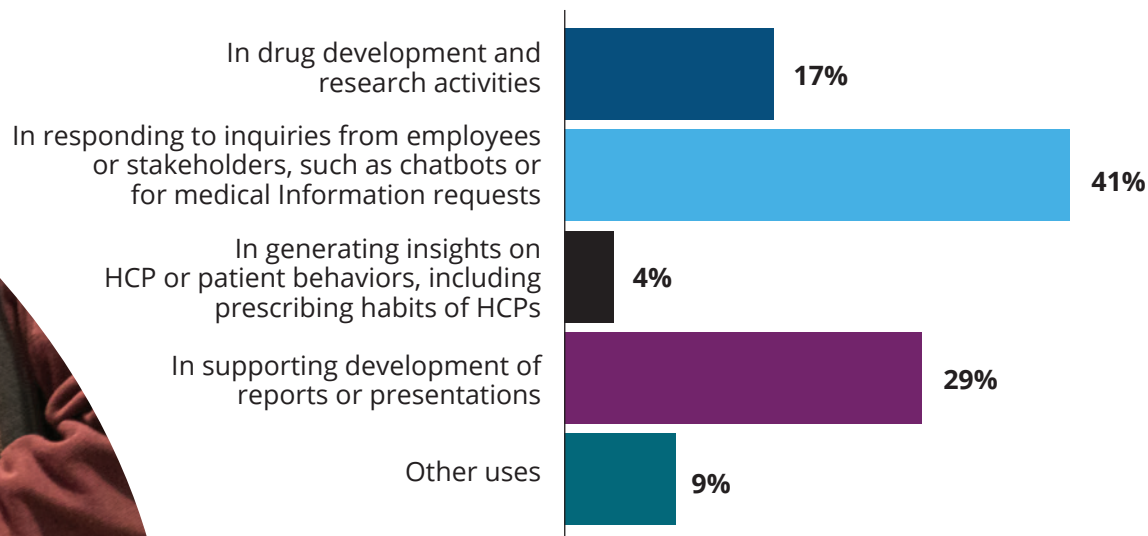
Is your organization using AI in compliance monitoring/transparency?



What areas of concern do you have for in-house built AI solutions?

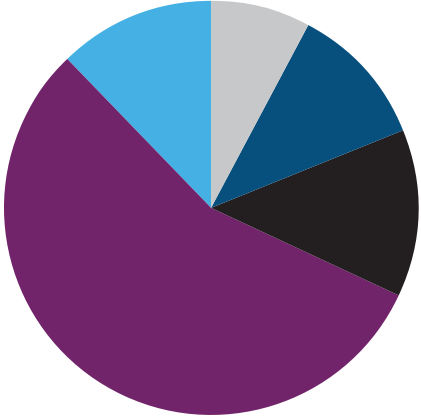


How is your organization utilizing generative AI for authorized uses?



REGULATORY CONSIDERATIONS

What is your primary concern about CMS audits?



Limited organization insight into our vendors, including our CROs **8%**

Third party auditors expanding the scope of the audit beyond its reasonable parameters/scope **11%**

Uncovering a chunk of data we did not know existed before it is found in an audit **13%**

All the above **56%**

None of the above — Our transparency process is a well-oiled machine **12%**

Is your organization proactively preparing for a possible CMS audit?



27% Yes



46% Not yet, but planning to



27% No

What is your primary concern about CMS audits?



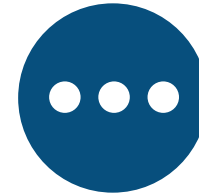
HIPAA 28%



GDPR 56%



California's Regime 12%



Other 4%



CULTIVATING AN INCLUSIVE COMMUNITY

What is one word that comes to mind when you think of DEI?



How satisfied are you with your organization's DEI commitments and progress achieve its goals?



15% Very satisfied: "We have the right commitments and are effective in getting there."



45% Somewhat satisfied: "We've made some progress, but need more."



25% Neutral: "It's too early to tell"



10% Somewhat dissatisfied: "We should improve on our D commitments"



5% Not Satisfied: "We need to do more on DEI. I don't think my organization is being effective."

What's the one thing you'd want a leader to do to advance DEI initiatives?

Set and communicate specific goals and put the resources in place to support the achievement of them

Dedicate primary time and resources to DEI, as opposed to secondary or extra time and resources

Make it part of all initiatives — Embed it in everything we do

Speak about it with authority and with authenticity

Acknowledge privilege

Be both visibly and genuinely supportive

Walk the talk

Take on the important issues meaningfully

Lead by example

Be authentic

YOUR ROLE IN TRANSPARENCY & SPEAKER PROGRAMS

In the last 12-18 months, the compliance/transparency function in my organization has?



22% Increased in headcount



50% Stayed the same in headcount



17% Decreased in headcount



11% Been restructured or reorganized

What are the top 1-2 greatest transparency-related compliance risks facing pharma/medical device companies today?



What are the top 1-2 greatest operational challenges in global transparency or transparency monitoring that you're facing?



Data-Driven Compliance
Empowering Compliance

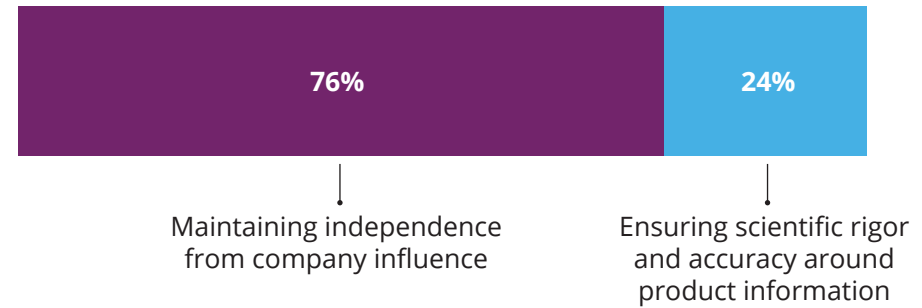


ORGANIZATIONAL COLLABORATION: WORKING WITH MEDICAL AFFAIRS

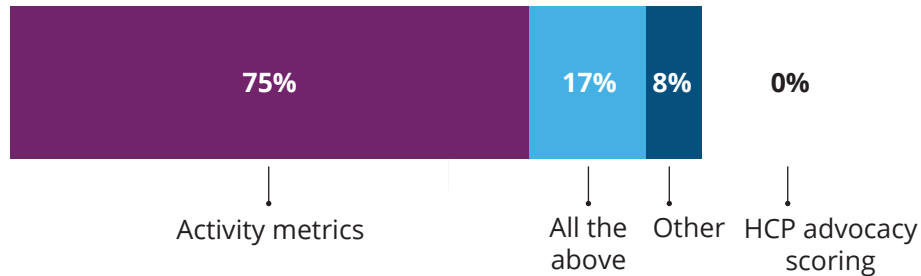
Who does Medical Affairs report to in your organization?



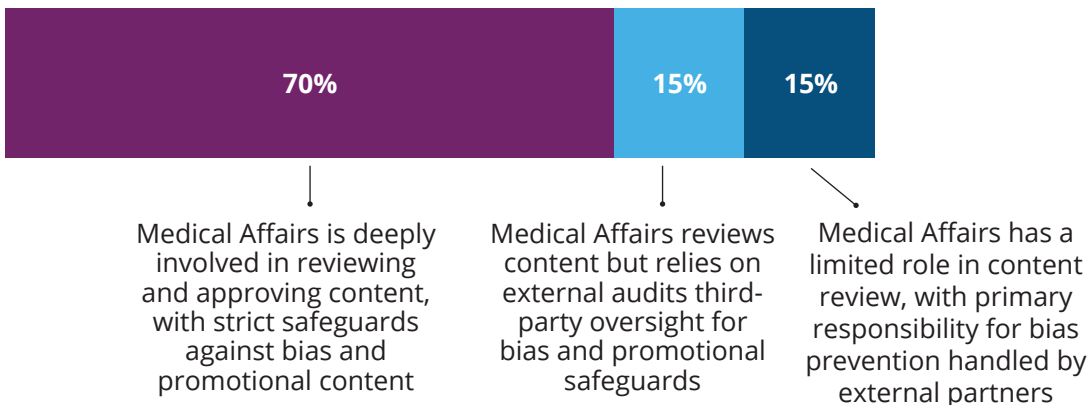
What do you consider the bigger challenge your organization faces when Medical Affairs supports unaccredited versus ACC accredited independent medical education?



How does your organization measure the performance and attempt to understand value of your Medical Affairs team?



At your organization, how involved is Medical Affairs in reviewing and approving educational content of unrestricted sponsored activities, and what safeguards are in place to prevent bias or promotional content?



CANADIAN COMPLIANCE CONSIDERATIONS



Patient support programs

Unaccredited speaker programs

Data privacy

Interactions with patients/patient advocates

The use of generative AI in business activities

Funding activities by manufacturers

Anti-corruption and interactions with HCPs

Third Party vendors/intermediaries conducting business activities

Omnichannel marketing and sales activities

Providing financial support to HCP to attend international conference



Social media activities

Disease awareness materials and initiatives

Learning events: Unaccredited and accredited

Press releases and press conferences

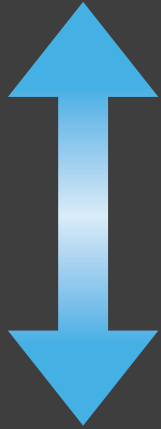
Patient information materials

Patient support group activities and materials

Clinical trial/investigational testing recruitment materials

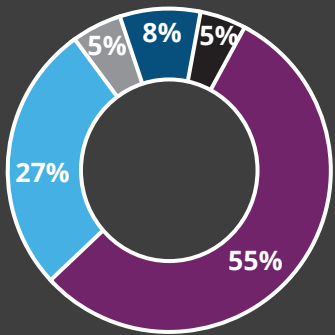
Electronic interactive tools

What is the top format of your company's 2024 Speaker Programs, based on volume?



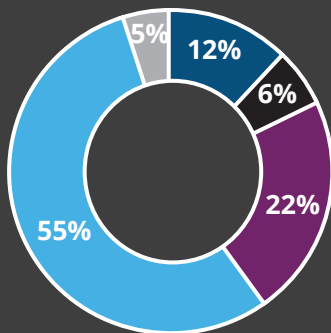
- Live dinner programs
- Live in-office programs
- Virtual in-office programs (speaker virtual)
- Hub & Spoke (combo speaker and/or attendees are virtual or live, depending on location of hub program)
- Other formats (e.g., product theaters)
- Virtual dinner programs (speaker virtual)
- Virtual 1:1 programs (speaker and attendee virtual)

How does your company determine the need for a Speaker Bureau and related programs?



- Annual planning process **55%**
- Needs assessment process **27%**
- Review/approval from legal and/or compliance **5%**
- Decline to answer **8%**
- Not applicable **5%**

What type of approval process does your company have for speaker training?



- Part of the annual plan process **12%**
- Part of the needs assessment process **6%**
- Review/approval by Medical Affairs **22%**
- Review/approval by legal and/or compliance **55%**
- Decline to answer **5%**

