KEY TAKEAWAYS

5th Annual Life Sciences Compliance Congress for Specialty Products

The **Compliance Congress for Specialty Products** featured an agenda filled with information that was intended for an audience of specialty product compliance professionals, however, much of the content covered is applicable to the industry in general, no matter the product type or focus.

Here are ten key takeaways from the conference to help any life sciences company reduce risk and build a stronger culture of compliance.

1 Company culture is important.

When potential violations occur, prosecutors look at the totality of communication in the company. Were there any red flags raised before they were notified?

2 Do the "people on the ground" feel the same way about your compliance program as the top level executives?

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3 Commercial and medical team activities need to be planned together but executed separately.

Keep the conversation open so there are no surprises about the messaging and full understanding of responsibilities.

4 Base patient support program activities on the needs of patients.

Make sure those activities are justifiable.

5 Use instructional designers to help create your compliance policies.

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6 The activities of nurse educators face growing scrutiny under the Anti-Kickback Statute.

Fraud and risks are compounded because patients cannot always separate medical advice from a commercial sale pitch.

7 Diligently research each charitable organization to ensure it is a legitimate 501c3.

Or, is it just a "home-grown" group starting a charitable fund to raise money for a local effort?

8 Beware the "click-the-box" mentality for training.

Fight the forgetting curve by integrating continuous nuggets of learning, including quizzes, contests, assessments, and microlessons.

9 Solicit the help of the company's communication team when rolling out new training.

Consistent, well-designed communication delivered across the company makes the training more effective.

10 Establish partnerships across the company.

The success of a compliance program depends on open dialogue with the business teams.

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