HCP Engagement Strategies

DELIVERED AS A HYBRID EVENT
OCTOBER 13-21, 2021

IN-PERSON:
OCTOBER 13-14
REVERE HOTEL
BOSTON COMMON
BOSTON, MA

VIRTUAL:
OCTOBER 20-21

REFINE COMMERCIAL OPERATIONS FOR EFFECTIVE, COMPLIANT HEALTH CARE PROVIDER INTERACTIONS

POST-CONFERENCE REPORTS

BENCHMARKING DATA AND LIVE-POLLING SURVEY RESULTS

Report Sponsor: IQVIA

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Compliance and commercial professionals from life sciences companies attended Informa Connect's virtual HCP Engagement Strategies conference, held October 19 – 21, 2021. The HCP Engagement Strategies conference unites key stakeholders to benchmark winning frameworks for effective HCP interactions, from both a compliance and commercial excellence perspective.

Prior to the conference, Informa Connect surveyed pre-registered attendees to garner an industry baseline on current trends, challenges, and areas of focus as it pertains to HCP interactions.

This report features the results of the annual pre-conference benchmarking survey as well as live-polling results conducted during the 2021 virtual event.

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ABOUT OUR CONTENT HOST

We enjoyed participating in HCP Engagement Strategies Virtual Conference this year and we hope to see you all at the next Informa event!

At IQVIA, we understand the challenges the industry faces when engaging with HCPs. We help organizations simplify this process by combining world-class subject matter expertise with industry-leading solutions that embed compliance, evolve with ever-changing industry regulations and best practices, and seamlessly integrate with existing ecosystems. We provide compliance consulting expertise and business process outsourcing for life sciences companies globally.

We can help you manage your end-to-end HCP engagement processes from the initial activity and event planning phase through to transparency reporting of transfers of value – and every step in between!

- We have a dedicated commercial compliance consulting team with expertise in program and process design, implementation, and optimization.
- Our regional teams consistently monitor for regulatory updates to alert you to upcoming changes that may impact your business activities.
- Our SaaS offering enables controlled workflows, serves as a single point of oversight for HCP engagements, and streamlines the timely implementation of regulatory updates and business process changes.
- We are driving the continued evolution of proactive commercial compliance through IQVIAs data insights, advanced analytics and machine learning capabilities.

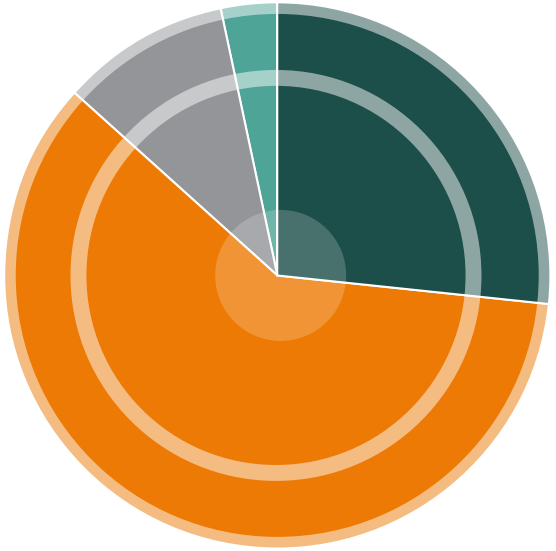
We hope to see you all in person at the next Informa event!

Bill Buzzeo and the IQVIA Commercial Compliance Team

What are your predictions as it pertains to the future of HCP interactions?

- **Interactions will be a hybrid approach** . . . 100%

With the evolving regulatory landscape, how prepared do you feel to pursue compliant, effective HCP interactions?



- **Very prepared**. 18.75%
- **Somewhat prepared**. 25%
- **Somewhat unprepared** 25%
- **Other.** 31/25%

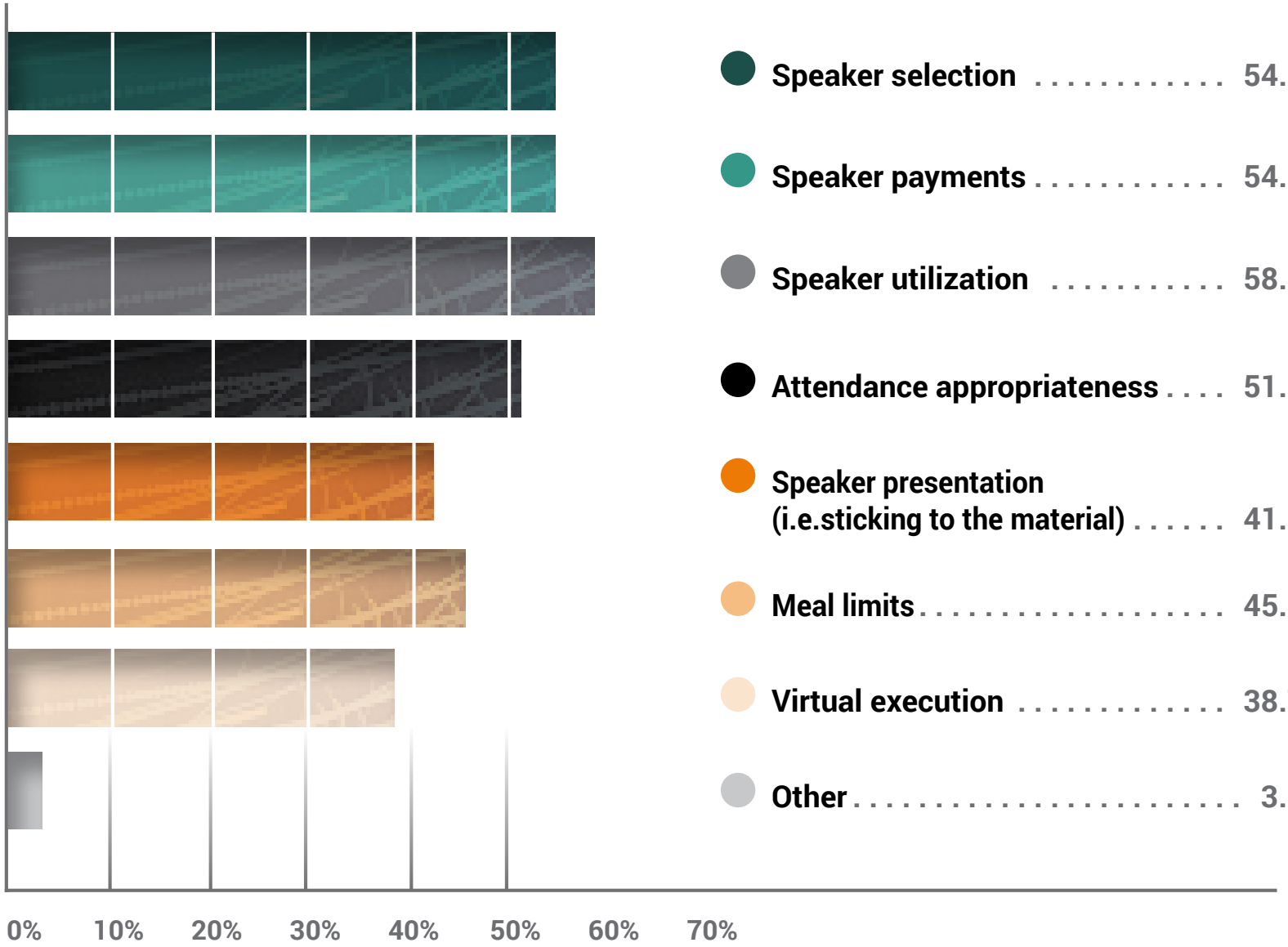
How would you categorize your organization?

- Small/Emerging Bio/Phamra 18.75%
- Mid-Size Bio/Phamra 25%
- Large Bio/Phamra 25%
- Medical Device. 31/25%

What function does your role report to?

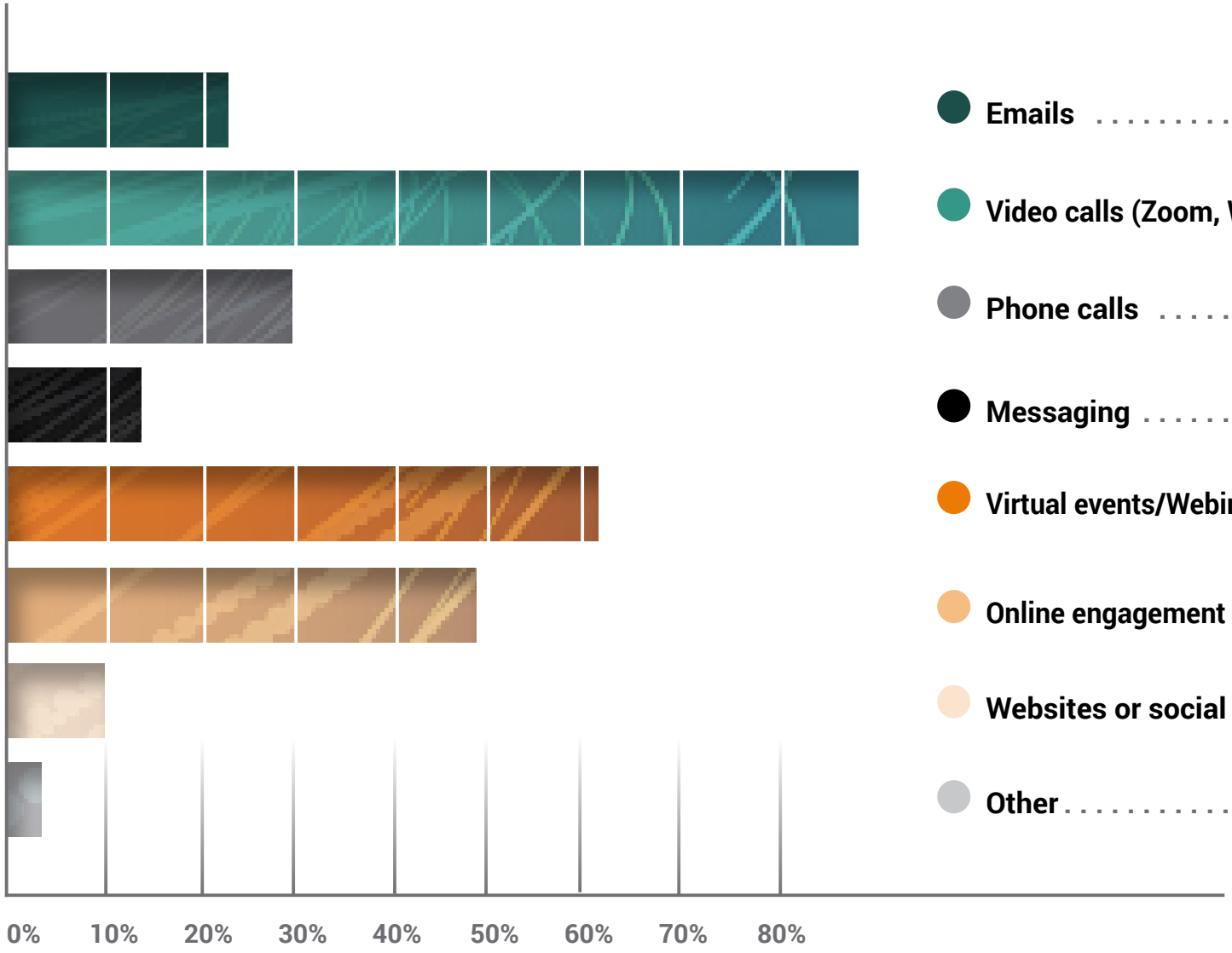
- Compliance 67.74%
- Commercial 19.35%
- Marketing 6.45%
- Medical Affairs 3.23%
- Other. 3.23%

Which of the following areas are cause for concern in conducting compliant speaker programs?
(select all that apply)



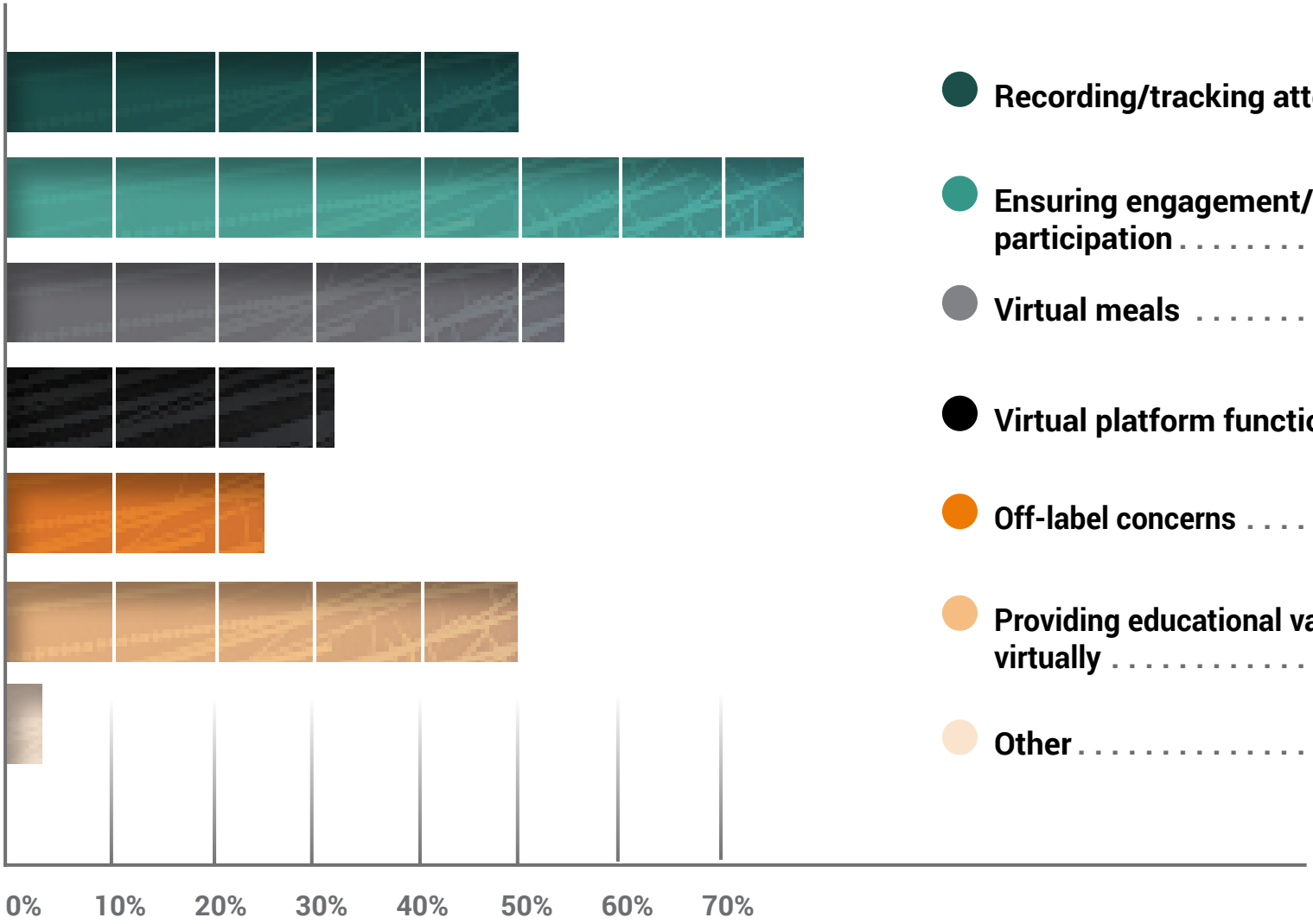
- Speaker selection 54.84%
- Speaker payments 54.84%
- Speaker utilization 58.06%
- Attendance appropriateness 51.61%
- Speaker presentation (i.e.sticking to the material) 41.94%
- Meal limits 45.16%
- Virtual execution 38.71%
- Other 3.23%

Which tools have been successful in engaging HCPs virtually? *(select all that apply)*



- Emails 22.58%
- Video calls (Zoom, WebEx, etc.) . . 87.10%
- Phone calls 29.03%
- Messaging 12.90%
- Virtual events/Webinars 61.29%
- Online engagement platforms 48.39%
- Websites or social media 9.68%
- Other 3.23%

What are the biggest challenges relating to virtual HCP interactions? *(select all that apply)*



- Recording/tracking attendance 50%
- Ensuring engagement/ participation 78.13%
- Virtual meals 56.25%
- Virtual platform functionalities . . 31.25%
- Off-label concerns 25%
- Providing educational value virtually 50%
- Other 3.13%

LIVE-POLLING DATA RESULTS

What are the three key areas that your company is focusing on related to the SFA and PhRMA Code Updates?

- Updating standard activity times in contracts, appropriate attendees, no alcohol 7%
- Alcohol and attendance 7%
- policy revisions / alcohol / attendance guidance 7%
- Should limited alcohol be allowed . 7%
- Compliance 7%
- Sign in sheets 7%
- Alcohol meals attendance 7%

What will drive HCP engagement decisions going forward?

- Budget 8%
- Effectiveness 17%
- Compliance 0%
- All of the above 75%

Given the recent SFA and PhRMA Code updates, in five words or less what are the evolving risks with virtual and hybrid speaker programs?

- Meal limits and attendance (actually engaged) 11%
- None if no meals are given 11%
- Providing meals with Rep not onsite . . 11%
- Attendance / Audience participation . . 11%
- Interactions and keeping HCPs engaged . 11%
- Capturing and maintaining the attention . 11%
- Sales and marketing involvement with nominations 11%
- Attendance 11%
- Meal limits 11%

Where does your auditing & monitoring team sit within your organization?

- Compliance 8%
- Other 8%
- Don't have a dedicated team; it crosses multiple functions . 85%

LIVE-POLLING DATA RESULTS

Do you have monitoring processes for your third-party vendors/suppliers?

- We have a robust program in place today 25%
- We audit or monitor some third parties based on certain criteria 50%
- We are thinking about implementing a plan to 8%
- We don't do this now, but we probably should. 17%

Do you have the data to identify which third parties your company works with?

- Yes, we have a process to pro-actively identify our third parties 80%
- No, we need to implement a process to collect this information 20%

What changes have you made in your third-party monitoring programs due to the impact of COVID-19?

- We've converted a few (<50%) to virtual monitoring and auditing 33%
- We've converted all or most (more than 50%) to virtual monitoring and auditing 67%

Who is conducting the majority of your monitoring of third parties?

- We send people from our other locations (e.g., home office) to be on site with a third party 17%
- We are using external consultants to audit/monitor . .50%
- We use other internal groups such as Finance, local Legal, or an Internal Audit function 33%

LIVE-POLLING DATA RESULTS

How do you foresee your monitoring budgets changing post-COVID?

- An increase in budget 40%
- A reduction in budget 20%
- No change to budgets. 40%

Per the August 2021 PhRMA Code update, does your company plan on banning the provision of alcohol at speaker programs in accordance with updated guidelines?

- We will ban the provision of alcohol at all speaker programs 33%
- We will ban the provision of alcohol at all speaker programs as well as other business meals 8%
- Unknown/ still under discussion 58%

If you are banning alcohol at speaker programs, how are you doing so?

- We will clearly indicate we are not providing alcohol at our programs, however if attendees decide to order it and pay for it themselves, we are not putting efforts toward stopping them 33%
- Attendees are allowed to order alcohol from the server/bar during the course of the program and pay for it themselves 11%
- Unknown/ still under discussion 56%

In light of the recent updates regarding repeat attendance at speaker programs, will you allow repeat attendance at programs covering the same/ similar topic?

- Yes, but only up to two programs per year 44%
- No 56%

LIVE-POLLING DATA RESULTS

Which of the following best describes your company?

- Small 43%
- Medium 14%
- Large. 43%

Has the global pandemic significantly affected your educational resource plan?

- Yes, for the better 100%

Going into 2022 how do you feel about your resource plan?

- Proactive 80%
- Reactive 20%

When considering educational resources, which of the following do you currently invest the most in?

- Promotional Materials/ Tools 40%
- Programs. 20%
- Process. 40%

MEET OUR INDUSTRY EXPERTS

Bill Buzzeo, Vice President & General Manager, U.S. Compliance Center of Excellence, IQVIA

Bill has 25+ years of experience in life sciences including 20 years with IQVIA (through various acquisitions and mergers) and 7 years with Knoll Pharmaceuticals in the areas of sales, operations, compliance, and leadership. Currently, Bill leads the US compliance and quality business, with a goal of expanding IQVIA's compliance and quality offerings, while focusing on customer satisfaction, technology innovation, service excellence, and employee growth. Prior to the Quintiles – IMS Merger and IMS Health's acquisition of Cegedim, Bill was the Senior Vice President of Business Development for Cegedim's U.S. business. Bill held several other leadership positions at Cegedim including Vice President of Global Compliance Solutions, and Vice President of US Compliance Solutions and OneKey divisions. Prior to Cegedim, Bill was co-owner of BuzzeoPDMA, a leading compliance solutions provider, which Cegedim acquired in 2005. Bill has a Bachelor of Science degree from Virginia Tech and a Master of Science from Syracuse University.

Mario Prohasky, Principal, EMEA Compliance Consulting Lead, IQVIA

Mario is a Principal with IQVIA's global Commercial Compliance Consulting practice. In his role, he is responsible for helping life sciences companies to design and implement effective compliance programs and commercial engagement processes. He has extensive domain expertise in areas such as compliance program design, HCP engagement process design, FMV, global transparency and auditing and monitoring. He also works closely with clients to address broader enterprise risk management challenges through effective use of compliance technology and data analytics. Having worked in Commercial Compliance in both Europe and the US, Mario also has a robust understanding of the nuances in regulations and associated risks that impact our industry globally.

Tom Hayes, Director, Offering Management, IQVIA

Tom is a Director of Global Offering Management for IQVIA Commercial Compliance. He leads the strategy and integrated roadmap for IQVIA's HCP Engagement Services. Prior to his current role, Tom served as Director of Strategic Operations and Delivery Tech Principal for IQVIA Commercial Compliance. Tom received a Master of Business Administration degree from the Fuqua School of Business at Duke University where he was a Fuqua Scholar. He completed a Graduate Certificate in Operations Management from Drexel University and holds a Bachelor of Science degree in Mechanical Engineering from Lafayette College.

Regina Alvarado, Principal, Strategy & Life Sciences, IQVIA

Regina leads the US Commercial Compliance Consulting team at IQVIA and has 20+ years of combined life sciences industry and consulting experience for compliance-driven initiatives and programs, especially those focused on process design and optimization. She has strong domain expertise in medical affairs, grants & IIT/IIS management, materials review processes, and transparency reporting. Regina is a certified Project Management Professional (PMP) and received an MBA with a specialization in project management from Jones International University. She also holds a Graduate Certificate in pharmaceutical and medical device law and compliance from Seton Hall University School of Law.

FEATURED CONTENT

To view the full whitepaper, click on the associated image below.