



Speaker Bureau Management

Client reduces risk utilizing compliant system.

Challenge

A multi-brand, oncology-focused pharmaceutical company was challenged by the disparate compliance requirements of industry, state and federal laws overlaying their franchise in respect to their speaker bureaus. Varying fair market value rates & contracting requirements, differing business rules governing products & meeting types, and tracking aggregate spend limits for key opinion leaders (KOLs) conflicted with the overriding stringent compliance goals of the organization. When coupled with the need for accurate data tracking and reporting of both spend and program effectiveness the company sought a solution that would bring centralized efficiency and oversight to the process.

Solution

With PharMethod's industry leading tool PharmASSIST, and their applied knowledge of speaker bureau meetings the client realized solutions to each of its unique yet interrelated challenges.

Critical solutions developed were:

Six brands, three sales forces, twenty seven slide decks all in one place • Single entry portal, data collection and reporting for all program activity • Real time reporting and aggregate spend per program • Field nomination process, and documentation • Per program complaint invitation and registration process

Compliance services oversight:

PhRMA Code & Business Rules driven per program management and oversight • KOL Nomination Capture and Vetting • Attendee tracking, vetting and management • State & Federal Regulatory Restrictions & Reporting • EPLS/OIG/FDA Debarment Screening

Result

The client implemented a comprehensive and compliant system-based process in three months. Risk mitigation centered on deployment, management and tracking of PhRMA Code based business rules and mandated state and federal regulations. They met their goals of operating in a compliant manner and are prepared to report in real-time adherence to industry and regulatory practices when requested.

Δ30%

PharMethod's recent audit of speaker bureau management systems indicates that PharmASSIST saves clients an average of 30% over traditional speaker bureau costs.

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