

Sales and Marketing Compliance Services

Organisations that fail to properly implement and monitor the activities associated with field sales and marketing operations can face several business and compliance risks, including:

- Violations of federal anti-kickback and product marketing statutes and industry standards
- Internal financial losses resulting from inadequate expense reporting and discretionary spending controls
- Loss of reputation in industry and consumer communities

How can pharmaceutical companies successfully mitigate sales and marketing compliance risks?

Large and widely dispersed sales and marketing teams often stretch the ability of pharmaceutical companies to monitor and maintain compliance with internal policies and external requirements. PwC has worked with many organisations to significantly enhance their controls and mitigate compliance risk. We work in conjunction with our clients to understand their operating environment and deliver recommendations customised to an organisation's specific needs.

How can PwC help your organisation?

PwC's experienced professionals have thorough knowledge of sales and marketing operations and can recommend the most effective practices to mitigate compliance risk. Our in-depth knowledge in compliance risk analysis enables us to rapidly and effectively facilitate a compliance assessment of the major sales and marketing activities used to promote products.

Organisation-wide process overview — PwC works with client management to profile the organisation's key products and franchises, document the primary customer engagement activities used to promote those products, and assess the affiliated policies and procedures, training, and control processes (such as contracting, expense reporting, administrative check requests, etc.) that govern those activities. The following are examples of key areas we review:

Dissemination of Off-Label Information

PhRMA's Marketing Code

Provision of Consulting Services

Contractual Payments and Arrangements

Discretionary Spending

Clinical/Research Study Grants

Educational Grants

Medical Education Programmes

Professional Service Agreements with Physicians

Product Trials

Sampling and Free Goods

Alignment of Educational Activities with Medical Affairs

Relationships with Managed Care Providers

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Documentation Review — To enhance the results of the review, PwC will select and review a sample of expense reports, administrative check requests, and other documentation (contracts, agreements, etc.), and will recommend specific improvements to enhance controls.

Benefits you can realise

Stronger legal and regulatory compliance through increased controls over field sales operations

Precise identification of existing control weaknesses, along with recommendations to strengthen these controls

Improved travel and expense data quality, quantity and integrity

Demonstrated compliance programme review efforts

Greater business efficiencies

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Global Pharmaceutical and Life Sciences Industry Group

The Global Pharmaceutical and Life Sciences Industry Group at PwC is dedicated to delivering effective solutions to the complex business challenges facing pharmaceutical and life sciences companies. A global leader in serving the pharmaceutical and life sciences industry PwC has extensive experience working with companies on industry-specific strategic, operational, and financial issues. Our expertise includes assurance, tax and advisory services, as well as specialised capabilities in regulatory compliance, risk management, performance improvement and transaction support. In helping our clients, we draw on the full knowledge and skills of PwC's professionals. More than 161,000 people in 154 countries connect their thinking, experience and solutions to build public trust and enhance value for clients and their stakeholders.