



MGM National Harbor
Oxon Hill, MD
OCT. 15 – 17, 2018

Workshop Announcement

Fundamentals of Monitoring Prescription Drug Marketing Programs

Presented by
Teresa Farmer, MBA
Otsuka America Pharmaceutical, Inc.

A strong corporate culture is essential for an effective prescription drug marketing program. This new workshop will explore recent trends centered around monitoring prescription drug marketing programs at both the federal and state levels.

Teresa Farmer is a long-standing compliance professional with a wealth of knowledge and industry experience. Areas to be covered include: the importance of educating and training the field sales force to ensure adherence to state and federal laws; how to proactively implement processes to assist with internal data reporting; and, how to effectively communicate and collaborate with key internal and external stakeholders.

Discussion will also incorporate managing the various business requirements such as theft/loss by state and identifying what roles and responsibilities your company and key partners (such as distributors) have with compliance and support of prescription drug marketing programs.

Q&A will be part of this interactive presentation, so come with your questions and be ready for an in-depth conversation on these critical fundamentals.

Have you registered for the Sharing Conference yet?
[Get more info here.](#)

Already registered?
Forward this email to a colleague. When three people from the same pharmaceutical, medical device or biotech company attend, one more may attend for FREE.
Email: mail@sharingalliance.org for details.

Vendors who provide compliance services and solutions to the life sciences industry, call 914-747-1400 for details on how you may participate, too.

And don't miss this Speed Session also at the October Sharing Conference...

STATE LOSS AND THEFT REPORTING – WHAT ELSE DO I NEED TO KNOW?
Presented by Don DeSmet, Sanofi

State sample requirements, how companies manage the process of staying current in their awareness of state loss reporting regulations, and much more.

Brought to you by the not-for-profit PDMA Alliance Inc. dba:



www.sharingalliance.org • mail@sharingalliance.org

To ensure that you continue to receive news and communications about the Sharing Conference, please add mail@sharingalliance.org to your email program's safe sender list.

