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MGM National Harbor  
101 MGM National Ave.  
Oxon Hill, MD

TUE May 17, 2022 –  
THU May 19, 2022

### You Can't Take that Back! Perils & Practices of Pharma Social Media

Presented By:

**Matt Holley**  
Pharming Healthcare

**Bob Melillo**  
G&M Health

We all agree it's important for pharmaceutical compliance professionals to stay current on existing guidance and best practices for mitigating risks, right?

So it should be no surprise to anyone that those risks are amplified when engaging in social media.

In recent years, using social media has become a very common method for individuals, institutions, and governments for communication and collaboration. Companies must be aware of the legal expectations and responsibilities for monitoring interactive comments which may contain product safety reports, complaints, off-label use, patient privacy, or misinformation.

With the variety of social media channels available for companies and individuals/employees today, it's critical to have guidance in place to avoid problems. Our workshop presenters will review and offer their insights on the benefits, risks, and responsibilities for organizations when utilizing social media platforms. Q&A will follow their impactful presentation.

[Register today](#) for the Sharing Alliance conference before the early bird runs out! Check out the agenda [here](#). Don't forget to take advantage of the team discount! When three people from the same pharmaceutical, medical device or biotech company attend, one more may attend for free. Reach out to [mail@sharingalliance.org](mailto:mail@sharingalliance.org) for details.

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