



Workshop Announcement!

Field-Based Interactions and Compliance Challenges

Presented by:

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They say, “Teamwork makes the dream work,” and that certainly is a goal for us. Effective communication and collaboration with partners in diverse roles are essential for success in our industry. This session will explore how various field-based employees—such as sales representatives, market access professionals, medical science liaisons (MSLs), nurse educators, and reimbursement specialists—interact and collaborate compliantly.

Workshop highlights will include:

- **Understanding Roles:** Discover how various field-based positions communicate and contribute to organizational goals
- **Best Practices:** Learn the “dos” and “don’ts” of interactions for each role
- **Managing Preferences:** Dive into strategies for engaging healthcare professionals (HCP) who want fewer points of contact
- **Balancing Compliance Considerations:** Discuss strategies for balancing business needs with compliance considerations

You will gain valuable insights into the compliance and regulatory environment and foster better communication strategies for field interactions.

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