



BELA Virtual Roundtable Series: Inclusive Healthcare

Meeting Recap



Wednesday, November 17th, 2021

Virtual Roundtable

THANK YOU TO OUR PRESENTERS:



AGENDA

1:00pm – 1:20pm

Welcome, Rules of Engagement & Introductions

1:20pm – 1:50pm

Topic 1: Gifts & Interactions

Discussion Lead: Greg Radinsky, Chief Compliance Officer, Northwell Health

1:50pm – 2:20pm

Topic 2: Digital Communication and Outreach

Discussion Lead: Michael Clarke, VP, Global Chief Compliance Officer, ConvaTec

2:20pm – 2:50pm

Topic 3: Building Trust in Healthcare

Discussion Lead: Matthew Rotelli, Senior Advisor, Bioethics, Eli Lilly & Co.

2:50pm – 3:00pm

Closing Remarks

Topic 1: Gifts & Interactions

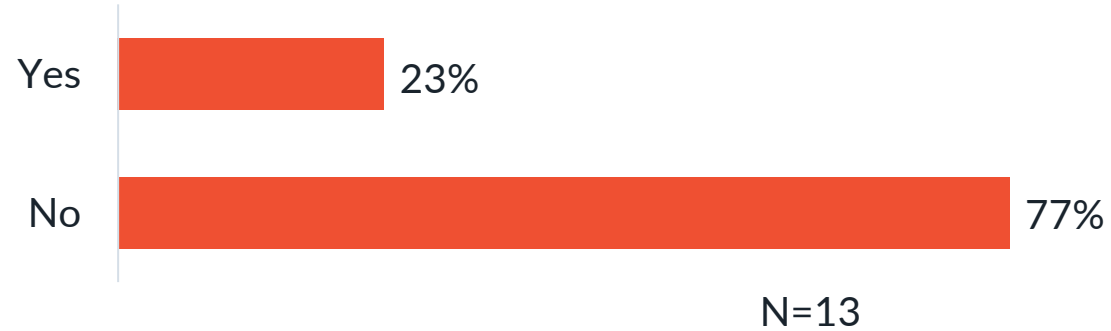
Discussion led by Greg Radinsky, Northwell Health

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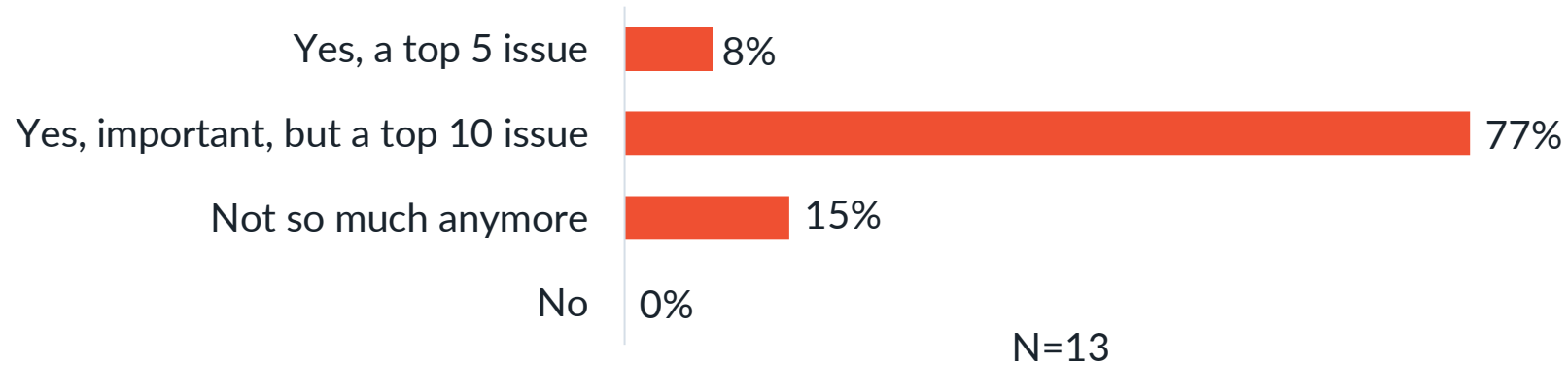
- Work environment regulators have been influenced by new remote environments.
- Human nature to want to accept gifts, but regulations are not sympathetic.
- One attendee voiced that many more companies are following what regulators say, resulting in more scrutiny, and less habitual behavior/mind sets. “I give you a pen, you give me a pen, we are spending the same amount of money.”
- Another attendee brought up that much of the public is not aware that there is available data on gifts that physicians receive - certainly, that may influence your decision on how we choose a practitioner.
- Key Gift Regulatory/Enforcement Updates:
 - Nov 2020: DOJ announced 1st open payments settlement, OIG Special Fraud Alert, Speaker Programs
 - May 2021: DOJ announced Second Open Payments settlement
 - More detailed Sunshine Data and Expanded Covered Recipients
 - August 2021: pharma updated its code- no alcohol at speakers’ programs, no high-end restaurant and similar locations, clarifies no “repeat” speaker program invites
- How does the hybrid environment specifically pertain to social media influencers? Updates to COI parameters need to include influencers and/or social media interactions.
- Further discussion on influencers: there have been cases when influencers are not mirroring or voicing what the actual benefits are and the scope of product.

Polling Results

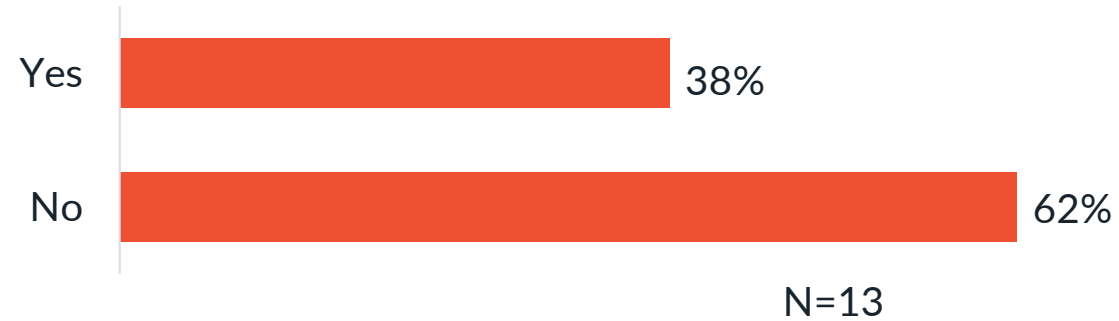
1) Has the Sunshine Act only largely benefited accountants, bureaucrats and lawyers?



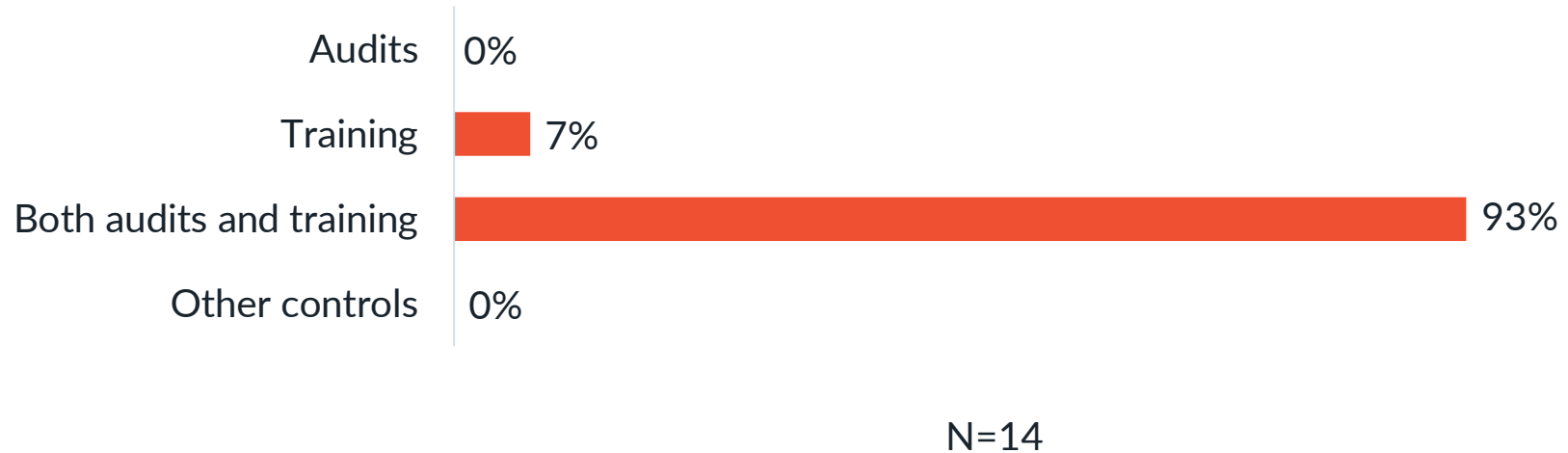
2) Are gift related issues still a key compliance concern?



3) Did the new remote/hybrid environment change how your company approaches gift related issues?



4) How does your company primarily monitor and audit gift related issues?



Topic 2: Digital Communication and Outreach

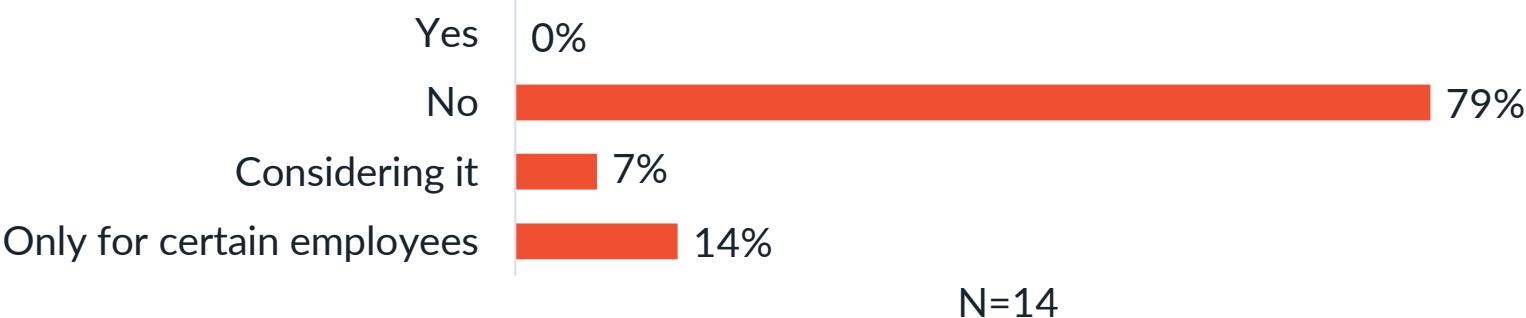
Discussion led by Michael Clarke, ConvaTec

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- Desired Solutions and Best Practices: The new way in Life Sciences reconsiders how we operate. “Digital remote” reality working environment had led to a re-thinking of compliance guidelines and practices. It is important that each fraction of the company creatively think about how to do this well.
- Companies would do well to assess current practices and reconcile them with a virtual way of working. Regulations are slowly catching up.
- Trends and data must be assessed. How can we use technology for compliance monitoring? Using AI and predictive analytics.
- HCP Interactions: OIG is skeptical of speaker programs and wants to reduce risk. The Special Fraud Alert gives good compliance considerations for companies. In our new reality, virtual sessions have proven to reduce cost and provide an effective speaker program.
- Global Digital DTC marketing concerns: FDA is trying to catch up to proper guidance surrounding digital marketing. Trade association regulations also help keep regulations within companies.
- Thin line of direct sale vs. marketing. How can we use digital tools when interacting with patients while not breaking regulations, especially in APAC?
- Patient Ambassadors: experiential discussions with non-paid product users is difficult because they aren’t trained in selling product, yet they aren’t crossing the line of direct sale vs. marketing. Companies must know how to use digital tools for marketing vs. selling as well as salespeople vs. ambassadors.
- Internet communications: product sales via QR codes; global concerns due to jurisdictions. “WeChat” is frequently used in companies and raises challenges as it is a multi-purpose instant messaging social media and mobile payment app. “MyIntegrity” puts policies and procedures at employees’ fingertips.

Polling Results

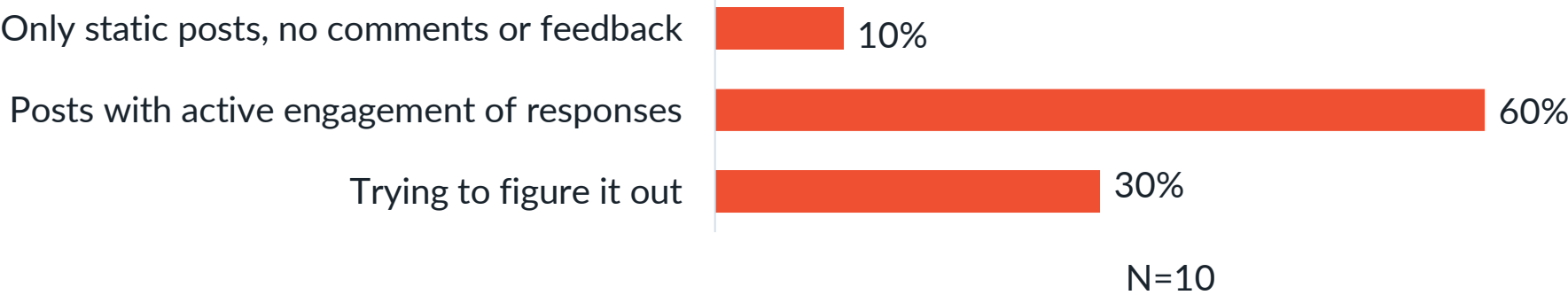
1) Do you allow your employees to use internet apps, such as WhatsApp or WeChat for business communications?



2) Have you created an internal, company-based app for use by customer-facing employees?



3) How do you manage your company's social media presence?



Topic 3: Building Trust in Healthcare

Discussion led by Matthew Rotelli, Eli Lilly & Co.

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- Edelman Trust Barometer shows us that trust is declining in the health care and pharmaceutical sectors. Generally, health sciences do not receive good opinions.
- If you want to be trusted, you need to be trustworthy. Take time to ensure your company operates in transparent ways.
- Create inclusivity and diversity in every trial. Are you seeking equity within each interaction?
- Trust across the board has declined post pandemic: government and scientific experts least trusted, pharma is always in the negative bracket.
- Factors leading to mistrust: high prices, rebates, complex systems (manufacturer, wholesaler, PBM, pharmacy, insurer, provider), patients don't understand rebates and negotiations.
- When people don't believe in their healthcare, they only engage when they must, which often results in more complex diagnosis and treatment, higher costs, and worse outcomes. They don't participate in research (slowing improvements and innovation) and do not believe in their value.
- Do we trust ourselves? Urgent need to address vaccine hesitancy among healthcare workers.

Related BELA Resources

- **Webcast: Untangling the Disclosure Process: Best Practices and a New Approach** – *presented by Ethisphere and informed360*
<https://bela.ethisphere.com/resource/untangling-the-disclosure-process-best-practices-and-a-new-approach/>
- **Policy Example: Gift Policy, Conflict of Interest Explainer, and Disclosure Form** – *shared by BELA Member ON Semiconductor*
<https://bela.ethisphere.com/resource/onsemi-gifts/>
- **On-Demand Data: Tracking of Gifts and Entertainment** – *from the 2020 World's Most Ethical data set*
<https://bela.ethisphere.com/resource/tracking-ge-2020/>
- **Policy Example: Messaging Apps and Ephemeral Communications Policy** - *anonymized version from a BELA member company*
<https://bela.ethisphere.com/resource/policy-ephemeral-comms/>
- **Policy Example: Social Media Policy** - *anonymized version from a BELA member company*
<https://bela.ethisphere.com/resource/social-media-policy-2/>
- **2021 Global Ethics Summit Session: Integrity vs. The Virus: Pharma Leaders on the Role of Values, Transparency, and Public Trust** – *featuring Pfizer and Regeneron*
<https://bela.ethisphere.com/resource/ges-2021-pharma-leaders/>
- **Roundtable Recap: October 2021 featuring Baptist Health South Florida and Tenet Health Corporation**
<https://bela.ethisphere.com/resource/edelman-investor-2020/>

Thank You for Attending

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THANK YOU

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