

HOT TOPICS Medical Scientific Information

Topics

- Advertising with results of clinical studies and comparative advertising
- Violation of advertising rules: Legal consequences
- Headquarters vs affiliate: Scientific information management
- Good documentation: A key element of scientific and medical quality assurance

Overview of the current
legal situation

Your speakers



Dr Sabine Poltermann
Novartis Pharma GmbH,
Nuremberg, Germany



Charlotte Ryckman
Law firm Covington &
Burling LLP,
Brussels, Belgium

Aims and objectives

Our masterclass will provide you with the latest news in the field of medical scientific information, focusing on the most sensitive aspects of communication regarding medicinal products.

After the seminar, you will:

- know the possibilities and restrictions of advertising with clinical trial results;
- understand the specificity of comparative advertising rules;
- be able to handle patient and specialist enquiries appropriately;
- be able to assure quality through correct medical scientific documentation;
- be capable of managing scientific information between headquarters and affiliates;
- be aware of the legal consequences of non-compliance with advertising regulations.

This is an advanced seminar and requires a basic knowledge of the respective topic.

Who should attend?

The seminar is aimed at people involved in the field of medical scientific information and advertising medicinal products. More specifically, the course is intended for:

- scientific service managers;
- product managers;
- medical directors;
- scientific directors; and
- marketing managers

Your speakers



Dr Sabine Poltermann
Novartis Pharma GmbH,
Nuremberg, Germany

Head Scientific Product Information



Charlotte Ryckman
Law firm Covington &
Burling LLP,
Brussels, Belgium

Lawyer and Senior Associate

Quality guaranteed!

We follow the IMI quality criteria and, as a signatory, we are an active partner in further developing and optimising the quality standards. An aggregate evaluation of participants' feedback on all FORUM's healthcare training courses (evaluation period from 10.2017 - 09.2018) produced a result of 1.6 (based on a school grading system of 1-6).

All relevant topics for experts on one day

Your programme

> 09:00

Introduction & trends in the EU

Charlotte Ryckman

> 09:30

Advertising with results of clinical studies

Dr Sabine Poltermann

- Scientific data in promotional materials
- Data from clinical development, NIS, patient support programmes, etc.
- Enquiries from healthcare professionals and unsolicited requests

> 10:45 Coffee break

> 11:00

Comparative advertising: Legal framework and business practices

Charlotte Ryckman

- What is comparative advertising?
- Technical and legal requirements that apply when comparing product characteristics
- Examples of (non-)acceptable comparisons

> 11:45

Management of patient enquiries

Dr Sabine Poltermann

- Push vs pull information: What information can be provided on request?
- To what extent can you answer questions about competing products?
- Providing information on competing products, e.g. drug comparisons?
- Good documentation of patient enquiries within the company

> 12:30 Lunch

> 13:45

Good documentation: A key element of scientific and medical quality assurance

TBA

- Which medical and scientific documents should be archived?
- For how long?
- Who is responsible?
- Ownership of the data
- Documentation of medical questions and enquiries

> 14:30

Headquarters vs affiliate: Scientific information management

TBA

- Transparency of global promotional material at a local level
- Collaboration in the release of promotional material
- Local, global and joint SOPs
- Possibilities and limits of harmonisation

> 15:15 Coffee break

> 15:30

Legal consequences of violation of advertising rules

Charlotte Ryckman

- Legal and entrepreneurial risk assessment in the development of advertising material
- Examples of enforcement
- How to handle and minimise risk

> 16:30 Discussion

> 17:00 End of seminar

Registration under
service@forum-institut.com or
Fax +49 6221 500-555

Registration Form

Yes, I will attend the seminar

HOT TOPICS Medical
Scientific Information

Yes, I agree that FORUM Institut may inform me about
events and relevant expert content by:
 email; and/or telephone.
I may withdraw my consent at any time.

Name

Position, department

Company

Street

Post code, city, country

Tel. no.

E-mail

Contact person at office

Date, signature

How to register

Registration: +49 6221 500-500

Conference no.: 19 08 200

Website:

www.forum-institut.com

Date and venue

Thursday, 29 August 2019 in Amsterdam

08:30 registration; 09:00-17:00 seminar

Renaissance Amsterdam Hotel

Kattengat 1 · NL 1012 Amsterdam

Tel. +31 20 62 12 223 · Fax +31 20 62 75 245

Fee

€ 1090.00 (+ 21% VAT)

The fee includes course documentation (including
free download) as well as refreshments, lunch and a
certificate. You will receive an invoice as well as
confirmation.

Any Further Questions?



Please feel free to contact me if
you have any questions.

Jessica Hüske

Conference Manager

Tel. +49 6221 500-696

j.hueske@forum-institut.de

Cancellation Policy

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1 January 2016) apply and are available upon request.

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