

“Morality governs private, personal interactions. Ethics governs professional interactions. Law governs society as a whole, often dealing with interactions between total strangers.” Source: Dr. Arturo Perez, Aug. 4, 2017

CHAPTER 15 - COMPLIANCE & ETHICS

SNEAK PEAK



As medical meeting professionals navigate their responsibilities, the influence of certain standards is necessary to ensure good versus bad behaviors. To add to the complexity of professional standards of behaviors, there is also the enforcement of compliance when planning Healthcare Professional (HCP) meetings. Compliance is defined as "certification or confirmation that the doer of the action or the medical drug or device manufacturer/supplier meets the requirements of accepted practices, legislation, prescribed rules and regulations, specified standard or the terms of a contract. Compliance is the reference point against which ethics, values, policies and codes of conduct are

measured, making the right behaviors and decisions easy. Quite simply put, what happens above the table versus what happens below the table. Global compliance in medical meetings means that an organization is meeting its obligations and legal and regulatory commitments, both locally and internationally.

COMPLIANCE IN MEDICAL MEETING PLANNING

What is compliance reporting in healthcare?

Healthcare compliance is the formal name given to preventative tasks to prevent undue influence over HCP's, fraud, waste, or abuse within a healthcare entity. A compliance program is an ongoing process to ensure that legal, ethical, and professional standards are met and communicated throughout the entire healthcare organization.

Planning healthcare and pharmaceutical meetings is complex work, where any number of crucial components could slip through the cracks. Planners and suppliers equally must balance multiple aspects: event design, navigating frequent changes in global compliance and regulations, and delivering ROI to their companies, attendees and destinations.