



Promotional Compliance: Training seminar

Background

Prism Ideas has vast expertise in promotional copy review, working with a diverse range of Pharma companies

Pharmaceutical companies rely on promotional materials to market their products; targeting specific audiences and channels of delivery. However, due to necessarily strict guidelines and codes of practice, reviewing promotional materials can be a time-consuming process. Failure to comply with the respective guidelines can result in the misinterpretation of a product's profile, putting both patient well-being and a pharmaceutical company's reputation at risk.

Prism Ideas has vast expertise in promotional copy review and is partnered with a diverse range of pharmaceutical companies, to ensure that their promotional material is medically and scientifically accurate, applicable and fully compliant.

Challenge

Prism had provided a successful training meeting for the company previously, and they asked Prism to do so again

The growing medical affairs function at a medium sized pharmaceutical company had limited experience with promotional compliance, with many of the reviewers being new to the Medical Legal Regulatory process. The company had also recently appointed a new Head of Compliance, who considered that personnel would benefit from training on the promotional compliance process and guidelines. Furthermore, the client had decided that their internal review process was sub-optimal and required review and updating.

Prism successfully provided a training meeting for the company several years previously, and so they approached Prism to do so once more.

Solution

The team at Prism handled all aspects of meeting preparation, programme development and logistics. Prism utilised their expertise in promotional copy review to produce a high-quality presentation, both in appearance and content, to be used as the basis for the training meeting. Two members of the Prism team, a Medical Affairs Specialist and a Director Pharma Physician, attended the company headquarters to chair the one-day training meeting.

Prism provided training to client staff on the principles of medicines promotion and the legislative framework and requirements for approval, covering guidelines for different regions and different types of materials; which would equip the company's employees with the necessary knowledge to produce compliant materials.

Prism provided training to equip the company's employees with the knowledge to produce compliant materials

The training presentation was followed by an extensive question and answer session, where the Prism team, who were both signatories registered with the Medicines and Healthcare products Regulatory Agency (MHRA), provided detailed responses to any further queries from the staff in attendance.

Following the meeting, Prism reviewed and updated the client's internal code of conduct for the review of promotional materials; streamlining and simplifying the process to enable swift and efficient review.

Conclusions

Prism communicates with clients effectively, helping them to develop their skills and understanding...

Prism Ideas utilised its vast compliance experience to produce and facilitate an effective training meeting. With focus maintained, and logistics organised by Prism, the meeting went smoothly, and the objectives were met. The client was pleased with the overall outcome and expressed their extreme happiness with the organisational and educational aspects of the meeting as arranged by Prism.

Prism effectively communicates with clients, helping them to develop their skills and understanding, in order to improve the standards in which they deliver.