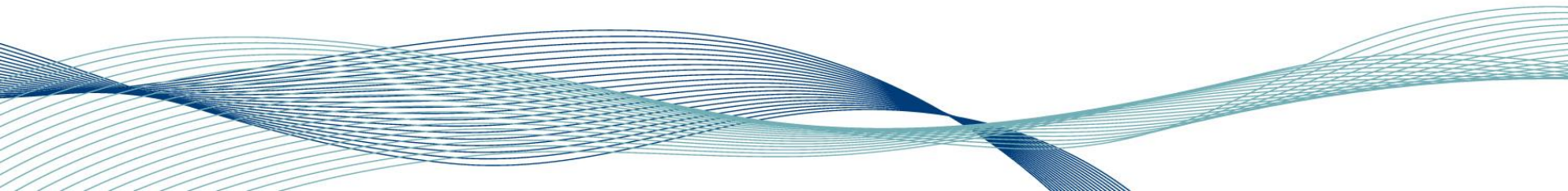




Build Up Analytics for Better Insights

Insight into Data Monitoring

February 8, 2017



Presentation Summary

Build Up Analytics for Better Insights

Benefit from the insight into the data monitoring process:

- Utilize data from existing systems (e.g., speaker programs, aggregate spend system) for compliance monitoring and business decisions
- Create comprehensive compliance reports with the business in mind
- Develop a monitoring plan based on calculated risk/exposure
- Use existing data to expand and improve existing monitoring systems
- Derive value from targeted monitoring



Background Information

- About the Company
 - One mature product (no longer promoted)
 - One product launched in early 2016
- Current monitoring program
 - Randomized live monitoring
 - “Desktop” monitoring (e.g., T&E, contracts)
- Overall goal
 - Develop a more risk-based approach to monitoring
 - Improved version of “data analytics”
 - Application must be user-friendly
 - Create a mature monitoring program in FY 2017
 - Partner with the “business” to create an approach that benefits overall decision making



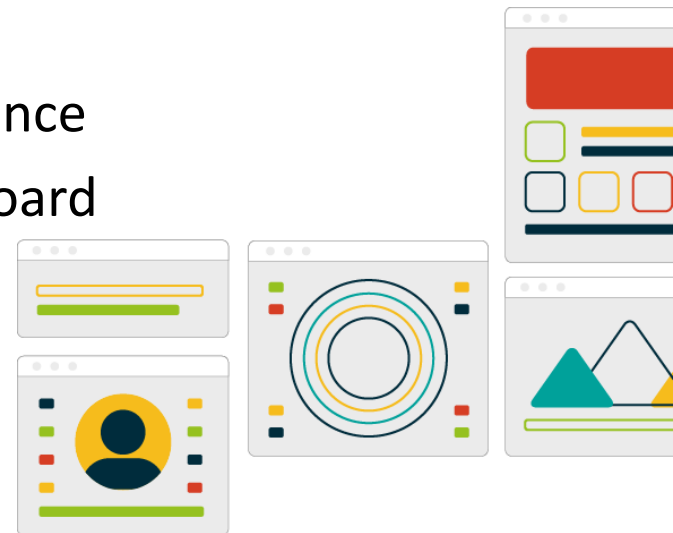
Things to Keep in Mind

Novartis and Warner Chilcott Investigations

- “Speaker fees” paid for speeches never given
- Programs that were held in lavish or inappropriate venues
- Programs that were poorly attend
- Programs involving the same topic, the same speaker and the same attendees

Planning and Protocol

- Partner with the business
 - Dual purpose for the dashboard
 - Determine efficiencies
- Brainstorm ideas and areas of focus
- Determine what data is available from source systems
- Create a high level list of dashboards using data from 2015 & 2016
 - Speaker Programs
 - Meals with HCPs
 - Ad-hoc consulting arrangements
- Incorporate ideas from the Sales and Compliance
- Create a cross-functional and effective dashboard



- Program Attendees
- Average Attendees by area
- Average Attendees by Speaker and host
- Attendee Frequency
- Food and Beverage
- Canceled Paid Programs
- Programs by Type
- Speaker Compensation
- Monitored Programs



Speaker Program Data Analytics: Dashboards

Program Attendees

- Adherence to minimum attendee policy
- Check designations of attendees by program type (e.g., prescribers and non-prescribers)

Average Attendees by area

- Trend the lowest and highest number of attendees by region
- Check averages by area, city, or program type

Average Attendees by Speaker and Host

- Provide business insight into the number of attendees at programs

Attendee Frequency

- Determine how many programs with the same speaker or sales representative

Speaker Program Data Analytics: Dashboards

Canceled Paid Programs

- Check for trends related to canceled paid programs

Programs by Type

- Monitor if a speaker is approaching the contracted minimum number of programs

Speaker Compensation

- Help monitor the compensation cap

Monitored Programs

- Review completed and planned monitoring of programs

Food and Beverage

- Review meal limits by location, representative, and venue

Next Steps

- Create additional dashboards
 - In-office meals with HCPs
 - Ad-hoc consulting arrangements
- Resolve outstanding issues
 - Issues with data
 - Potential violations
 - Business improvements
- Utilize the dashboards to develop FY 2017 monitoring plans
- Global integration

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