#### **Potomac River Partners**

# Policies & Procedures

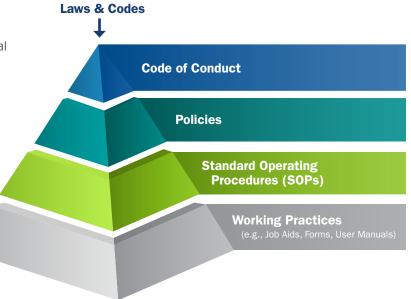
Delivering compliance through clear, comprehensive, and consistent documentation.

## **Document Pyramid**

Policies and procedures are the first element of an effective compliance program. It's the backbone of a proper functioning organization providing the foundational framework of the overall program.

Ideally, compliance documentation looks like a pyramid with the Code of Conduct at the pinnacle outlining core values and expectations. Each layer provides increasing detail and instruction for supporting the organization's mission while meeting government requirements. Yet, this critical architecture is often difficult to implement and maintain—especially across national borders.

Potomac brings a comprehensive, global mindset to strategize and develop documentation at all levels of the pyramid. We have a unique understanding of the challenges facing global life science organizations and bring expertise in tailoring content across borders, country practices, and languages.





### Code of Conduct

The essential starting point for setting the tone at the top and creating a culture of compliance. Is your Code of Conduct informative, clear, visually appealing and user friendly? From content to design, we help clients to update and refresh their existing Codes of Conduct to reflect current industry best practices. Our writing includes simple, straight-forward language. Our professional design services create a fresh, positive impact.



## **Ethics & Compliance Policies**

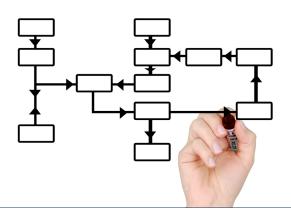
Are your policies and procedures clear and easy for employees to follow? Do they reflect the current regulatory environment? It is important to regularly review and update your policies. We provide thorough assessments to identify potential gaps or weaknesses against industry best practices and create actionable, prioritized recommendations.

# Policy Highlights

In addition to formal policies, we provide clear policy summaries in simple to read language. These "Policy Highlights" can be grouped together to provide employees with a quick reference of the key items contained within the company's formal stand-alone policies.

#### Launch Pad

Launch Pad is a rapid compliance implementation tool for companies commercializing their first product. We offer more than 25 policies and function-specific manuals that enable easy customization to create compliance documentation based on your company's rules, criteria and structure. Launch Pad provides a solid foundation for companies seeking rapid implementation of the company's first set of policies.



## Standard Operating Procedures (SOPs)

In today's fast paced, information bloated environment, clarity and brevity are key. Clear and consistent SOPs are essential to drive adoption. We utilize a systematic approach to create well documented SOPs. Our team will help your organization to define the process, develop detailed process maps and draft the procedure.

# **Working Practices**

We offer a variety of essential tools to support your compliance program by improving quality and performance.

- Job aids
- User manuals
- · Quick reference and reminder cards
- · Forms, sign in sheets

**Launch Pad** covers topics on a wide range of compliance issues such as:

- Advisory Boards and Consulting Arrangements
- Clinical Trials
- Communications with HCPs
- Conferences and Conventions
- · Conflicts of Interest
- Educational and Charitable Grants
- Lobbying and Interactions with Government Officials
- Managed Care Activities

- Meals and Educational Items
- Medical Inquiries
- Medical Science Liaisons
- Patient Interactions
- Promotional Material
- Publications
- Samples, Coupons, and Vouchers
- Social Media
- Speaker Programs and Speaking Training
- Transparency and State Laws

