Compliance is more than checking the box. It's about protecting your reputation by creating a culture committed to compliance. Getting it right requires a holistic approach—clear documentation, engaging training, and regular communication.
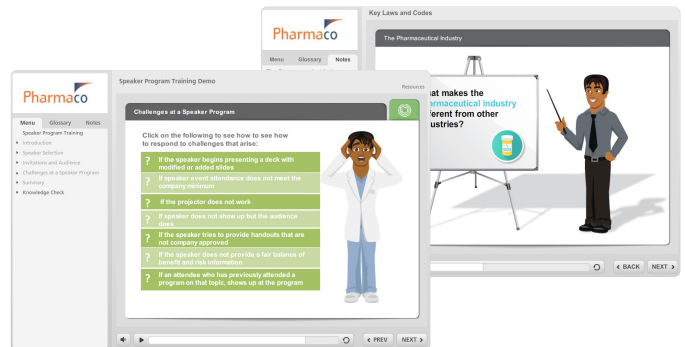
End-to-End Training Solutions

We bring expertise in course content and graphic design to provide effective and engaging training solutions. No matter how general or specific your training need, Potomac will work with you from conception to delivery to develop an impactful solution that meets your objectives.
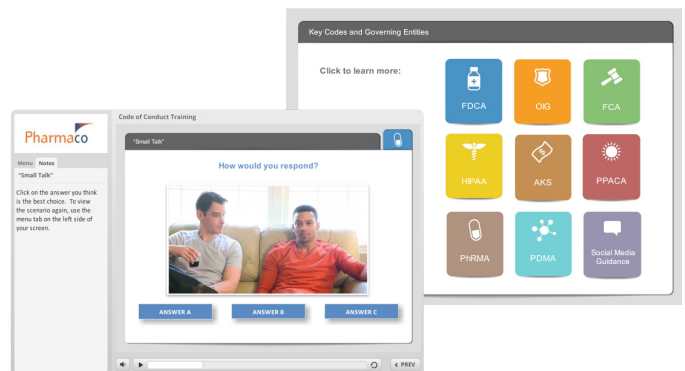
Our computer-based training (CBT) modules use web-based tools compatible with all major Learning Management Systems. Our courses include interactive content, knowledge checks, and real-life scenarios with professional actors depicting the "Correct Way" and the "Incorrect Way."

Our training solutions include:

- **Off-the-shelf CBT:** "Ready-to-go" compliance courses on critical topics such as PhRMA Code, HIPAA, and The Sunshine Act.

- **RAPIDs™:** Our "hybrid" courses are adaptable and include customization to your organization's branding and corporate policies while leveraging existing instructional design elements on topics such as Speaker Programs and Global Transparency.

- **Custom training:** Fully customized courses tailored to your specific needs, such as Code of Conduct and policy-specific training.

- **PowerPoints for Live Training:** Professionally designed slides for live settings such as new hire orientation or national sales meetings.

Customized content

Choose your own path

Games and interactivities

Comprehensive Communication

Regular, effective communications are essential to understand and retain compliance messages. Potomac offers a range of communication tools that are concise, visually appealing and presented in multiple formats for a busy, mobile workforce.

Reminder Communications

Employees need regular reminders on key compliance policies and processes and where to access up-to-date information. Potomac helps synthesize complex content into easy-to-read visual aids:

- Policy highlights
- Reference cards
- FAQ documents
- Video scenarios and games for "on the spot" refreshers

Compliance News Summaries

Cut through the clutter with a recap of important compliance news. Our monthly PowerPoint summary helps your Compliance Committee and senior leadership team stay on top of an ever-changing industry.

Branding and Communication Campaigns

Looking to launch a compliance campaign? We offer design and content expertise to create messaging and visuals for your compliance initiatives:

- Naming and logo development
- Templates and creative toolkits
- Posters, postcards, and other visual aids