



Healthcare Transparency, Effects on HCP Engagements

at Philips

Dario Ghoddousi
Nicolas Albarracin



Table of contents

- + Transparency Reporting in Med Tech
- + Reason for Philips to start this Global Transparency project
- + Why IQVIA
- + Key objectives of the project
- + Overall project execution
- + Key learnings
- + Q&A

Enforced
Jan 1st 2018



Transparent MedTech

Welcome to the MedTech Europe transparency platform

Use the search form located above to get started.

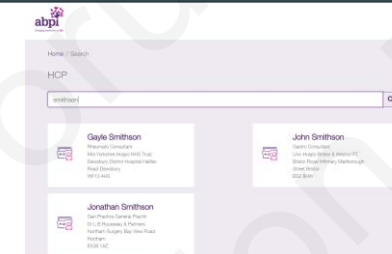
Transparent MedTech		Hospital del mar		2021		Currency: EUR	
Company name	Company UR	Beneficiary name	Beneficiary UR	Year	Nature	Amount	
Johnson & Johnson Medical	Johnson & Johnson Medical	HOSPITAL DEL MAR	E03000471E	2017	Support to Educational Events	7000 EUR	
Abbott Laboratories	36-069040	Hospital Del Mar	50800471E	2017	Other Educational Grants	25000 EUR	
BIOCRON	08136651322	Hospital Puerta del Mar	QH100138	2017	Support to Educational Events	8000 EUR	
Warfen	Warfen	HOSPITAL DEL MAR	E03000471E	2018	Support to Educational Events	378.93 EUR	
Warfen	Warfen	HOSPITAL DEL MAR	E03000471E	2018	Support to Educational Events	1428.41 EUR	
PALEX MEDICALS, S.L		HOSPITAL DEL MAR	50800471E	2018	Support to Educational Events	1958.60 EUR	
Mölnlycke Health Care	881126414	Hospital del Mar	50800471E	2018	Support to Educational Events	255 EUR	
Mölnlycke Health Care	881126414	Hospital del Mar	5080471E	2018	Support to Educational Events	287.51 EUR	
MENARINI DIAGNOSTICS, S.A.	AD0534036	HOSPITAL DEL MAR	50800471E	2018	Support to Educational Events	88 EUR	
Johnson & Johnson Medical	Johnson & Johnson Medical	Hospital Del Mar	E03000004D	2018	Support to Educational Events	51467 EUR	

[illegible]

Enforced
Jan 1st 2015

[illegible]

Lettres A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z				Multicouleur photocopier - 2000 (2000)			
Product Name	Product Code	Product Description	Product Price	Product Weight	Product Dimensions	Product Material	Product Notes
Product A	1000	Product A Description	1000.00	1000.00	1000.00	1000.00	Product A Notes
Product B	2000	Product B Description	2000.00	2000.00	2000.00	2000.00	Product B Notes
Product C	3000	Product C Description	3000.00	3000.00	3000.00	3000.00	Product C Notes
Product D	4000	Product D Description	4000.00	4000.00	4000.00	4000.00	Product D Notes
Product E	5000	Product E Description	5000.00	5000.00	5000.00	5000.00	Product E Notes
Product F	6000	Product F Description	6000.00	6000.00	6000.00	6000.00	Product F Notes
Product G	7000	Product G Description	7000.00	7000.00	7000.00	7000.00	Product G Notes
Product H	8000	Product H Description	8000.00	8000.00	8000.00	8000.00	Product H Notes
Product I	9000	Product I Description	9000.00	9000.00	9000.00	9000.00	Product I Notes
Product J	10000	Product J Description	10000.00	10000.00	10000.00	10000.00	Product J Notes
Product K	11000	Product K Description	11000.00	11000.00	11000.00	11000.00	Product K Notes
Product L	12000	Product L Description	12000.00	12000.00	12000.00	12000.00	Product L Notes
Product M	13000	Product M Description	13000.00	13000.00	13000.00	13000.00	Product M Notes
Product N	14000	Product N Description	14000.00	14000.00	14000.00	14000.00	Product N Notes
Product O	15000	Product O Description	15000.00	15000.00	15000.00	15000.00	Product O Notes
Product P	16000	Product P Description	16000.00	16000.00	16000.00	16000.00	Product P Notes
Product Q	17000	Product Q Description	17000.00	17000.00	17000.00	17000.00	Product Q Notes
Product R	18000	Product R Description	18000.00	18000.00	18000.00	18000.00	Product R Notes
Product S	19000	Product S Description	19000.00	19000.00	19000.00	19000.00	Product S Notes
Product T	20000	Product T Description	20000.00	20000.00	20000.00	20000.00	Product T Notes
Product U	21000	Product U Description	21000.00	21000.00	21000.00	21000.00	Product U Notes
Product V	22000	Product V Description	22000.00	22000.00	22000.00	22000.00	Product V Notes
Product W	23000	Product W Description	23000.00	23000.00	23000.00	23000.00	Product W Notes
Product X	24000	Product X Description	24000.00	24000.00	24000.00	24000.00	Product X Notes
Product Y	25000	Product Y Description	25000.00	25000.00	25000.00	25000.00	Product Y Notes
Product Z	26000	Product Z Description	26000.00	26000.00	26000.00	26000.00	Product Z Notes



MEDTECH

Global Landscape

IQVIA is monitoring and collecting transparency reporting requirements globally.

ALL LIFE SCIENCES

37
Countries

5
states
(4 in U.S.
1 in Brazil)

31
MedTech
Europe
Countries

28
Local
reports

90
submission
deadlines
per year



Pharma,
MedTech,
Generics

53
Countries

115+
Report
Templates

32+
Laws

47+
Industry
Codes

IQVIA methodology

1

Legal Monitoring and Interpretation

- Experienced team of Lawyers and Legal Experts dedicated to monitor and interpret all global regulations impacting Medtech and engagements with HCPs, HCOs, Patients and PTOs

2

Documentation and Publication of Legal/Code requirements

- Documentation for Clients
- Cross Country tables to compare obligations and rules





Global Transparency Regulations Snapshot

Legend: ■ Code ■ Law

COUNTRY / STATE / CITY / COUNTY	INDUSTRY: PHARMA(P), GENERICS(G), MED DEV(MD), OVER THE COUNTER(OTC), COSMETICS(CM), ANIMAL HEALTH (AH)	GOVERNMENTAL BODY/ ASSOCIATION RESPONSIBLE FOR THE DISCLOSURE RULES	LINK TO LOCAL ASSOCIATION WEBSITE OR GOVERNMENT AUTHORITY	REPORT(S) REQUIRED	WAY OF DISCLOSURE AND DEADLINE	JAN 22	FEB 22	MAR 22	APR 22	MAY 22	JUN 22	JUL 22	AUG 22	SEPT 22	OCT 22	NOV 22	DEC 22
AUSTRALIA	P	Medicines Australia (MA)	http://www.medicinesaustralia.com.au	3 Excel files (HCO, Third Party Event, HCP report)	Health Consumer Organisation (HCO) report to be sent via e-mail to MA by April 30; Third Party (TP) Events report to be sent via e-mail to MA by Feb 28 and Aug 31; HCP report to be submitted to the MA Central Reporting System (CRS) one calendar week prior to its publication (i.e. Feb 21, Aug 24). In case the submission date for any of the reports falls on a weekend, they should be submitted on the Friday before		21 (HCP), 28 (TP)		30 (HCO)				24 (HCP), 31 (TP)				
	MD	Medical Technology Association of Australia (MTAA)	https://www.mtaa.org.au/resources/code-of-practice	Format is defined by MTAA each year	Companies may be requested by MTAA to submit via email a report on specific activities identified by MTAA on an yearly basis any time starting from January. The report will not be disclosed to the public but only reviewed for internal monitoring purposes by MTAA												
AUSTRIA	P	Pharmig	http://www.pharmig.at/	1 PDF template	Publication on the Company's website by June 30							30					
	MD	MedTech Europe	http://www.medtecheurope.org/	1 CSV template	Upload to the Central Platform by June 30							30					
	G	Medicines for Europe	http://www.medicinesforeurope.com/	4 PDF templates	Publication on the Company's website by June 30							30					
BELGIUM	P-MD-G-OTC	Agence fédérale des médicaments et des produits de santé (AFMPS)	http://betransparent.be/	1 CSV or Excel Template	Upload to the Central Platform by May 31						31						
BOSNIA-HERZEGOVINA	P	Association of Research-Based Medicine Producers in Bosnia and Herzegovina (UIPL)	http://uipl.ba/	1 PDF template & 1 free format file	Publication on the Company's website and/or upload to Central Platform managed by UIPL by June 30. Companies recommended to disclose between June 20th-30th							30					
BRAZIL - MINAS GERAIS (STATE)	P-MD-G-OTC	Governo de Minas Gerais	http://www.mg.gov.br/	1 CSV template	Law n. 22440 of December 21, 2016: Notification of the ToVs via electronic file to the Authority by the last working day of January	31											
	P-MD-G-OTC-CM	Governo de Minas Gerais	http://www.mg.gov.br/	1 CSV template	Law n. 22921 of January 12, 2018: Notification of sponsorship funding for scientific events via electronic file to the Authority by the last working day of January	31											
BULGARIA	P	Arpharm	http://www.arpharm.org/	1 PDF template	Publication on the Company's website by June 30. Companies recommended to disclose between June 20th-30th							30					
	MD	MedTech Europe	http://www.medtecheurope.org/	1 CSV template	Upload to the Central Platform by June 30							30					

Transparency Reporting key needs

1
Report

Transparency Reporting Expertise

- Understanding of regulations and submission deadlines
- Knowledge of data to be collected, and reporting formats
- Automate and verify reporting process

2
Manage Data

Data Remediation

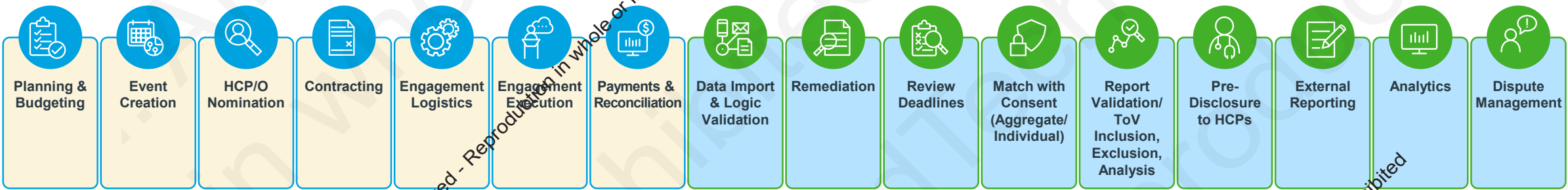
- Simplify data remediation
- Enable exceptional data management
- Streamline data flows with multiple entities (central team, affiliates, third party)

3
Analyze

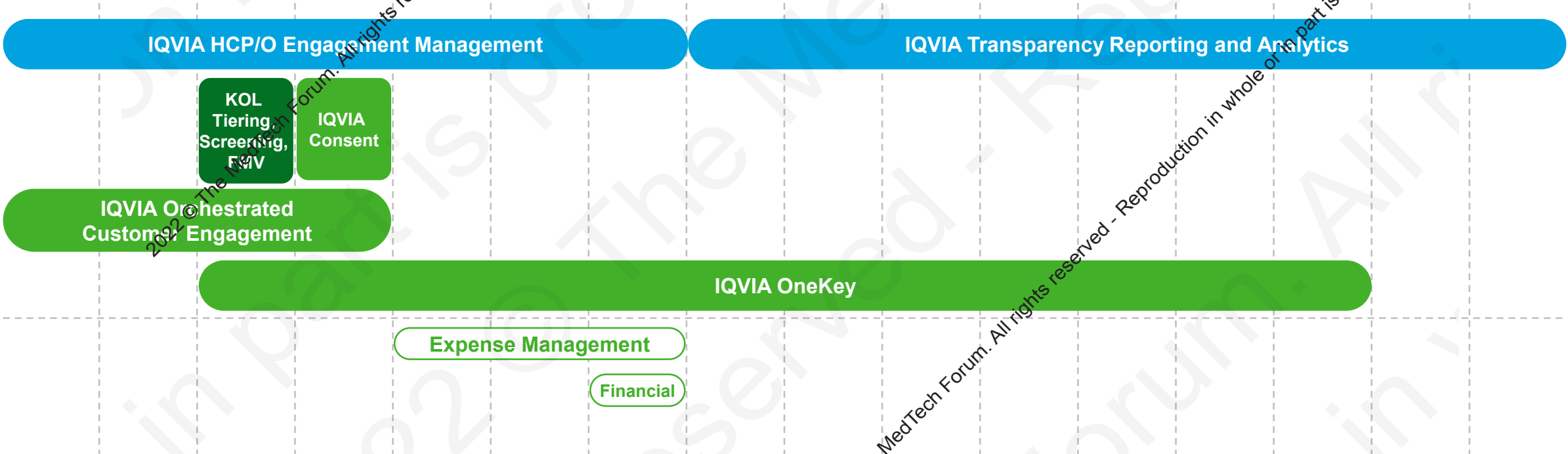
Transparency Analytics

- Dashboards provide insight into transfer of value and customer record data
- Enable ad hoc analysis design and execution

An end-to-end ecosystem with embedded compliance and streamlined processes



IQVIA Ecosystem

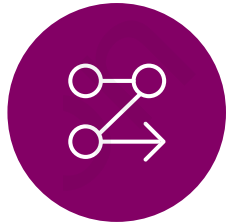


IQVIA Commercial Compliance Portfolio

Integrated offerings supported by technology, consulting services and managed services

Compliance/Risk Assessment

Assess, prioritize, develop and document a tactical compliance roadmap



Engagement

End-to-end management of HCP/O engagements from nomination to payment, with advanced business and compliance rules



Virtual and Live Meeting Services

Effective and compliant meeting management, logistics, and strategy for the life science industry



Transparency Outsourcing

Full outsourcing of reporting from data validation through submission and processing



Fair Market Value & Tiering

Determine Fair Market Value of payments to physician consultants, managed markets programs, medical grants and payments for clinical trials



Grants

From grant submission, review, and approval through to payment processing & closeout, our end-to-end solution covers all funding types.



Transparency

Captures, collects, integrates, and reports spend – to meet global transparency requirements



Consent

Externally facing solution managing validation, capture, audit and internal management to meet GDPR requirements



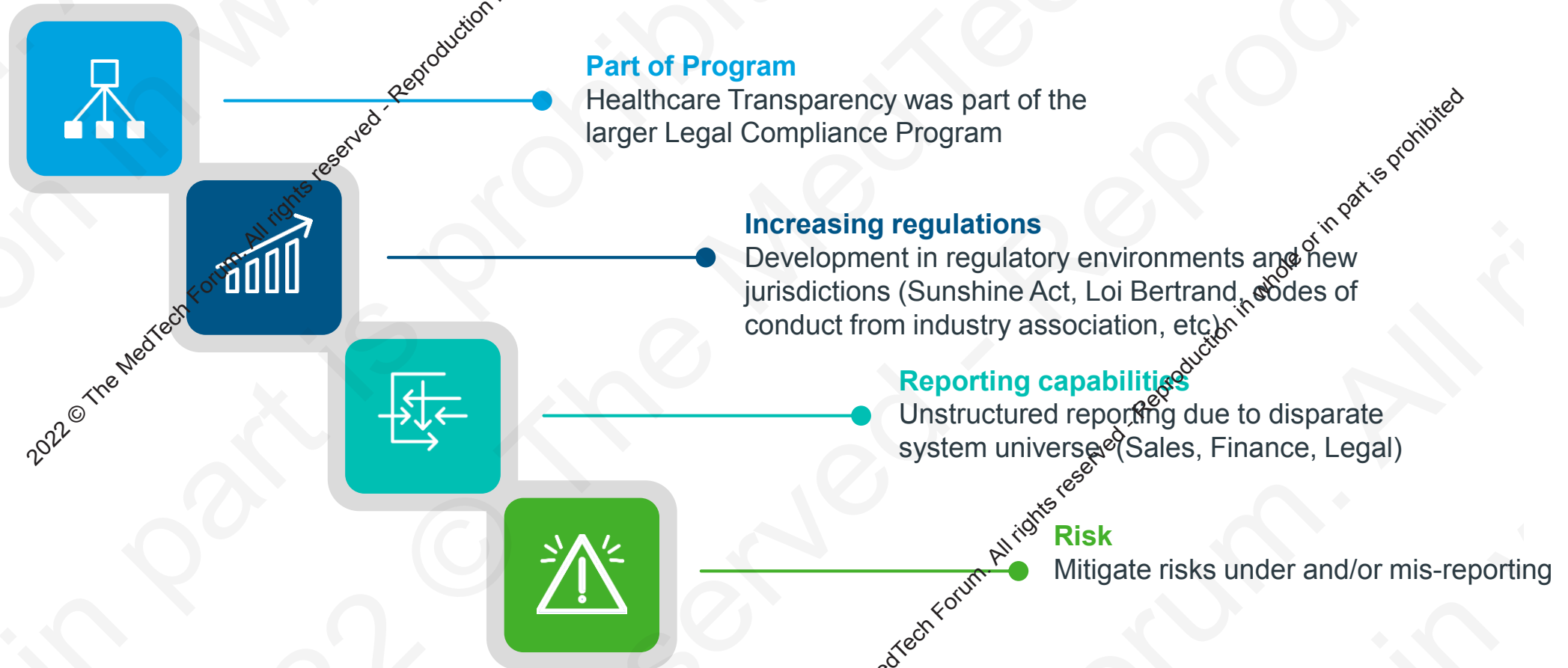
Built on a foundation of domain expertise and industry-leading technology solutions



Nicolas Albarracin

Senior Legal Counsel - Compliance & Privacy -
CISA, CGEIT, CDPSE

Reason for Philips to start this Global Transparency project

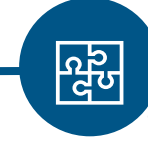


Why IQVIA

Level of granularity of healthcare transparency reporting



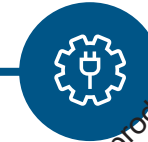
HCP and HCO data quality (impact on reporting)



Handle +40 countries (SaaS updates on regulations)



Ambition end-to-end process flow (i.e. HCP data - Concur webconnector)



Local language requirements



Legal monitoring and alerts embedded into the system



IQVIA™
Transparency Reporting and OneKey data

Key objectives of the project



Overall project execution

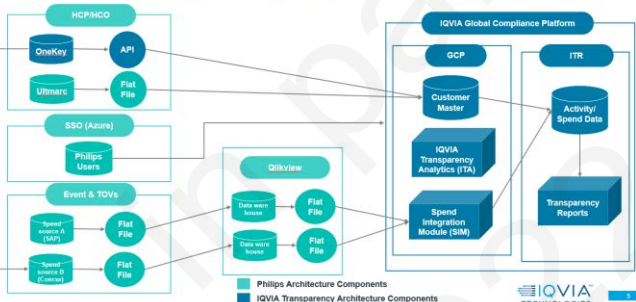
Global architecture and country roll out



Integrated architecture

- Integrated architecture to maximize validated HCP/O data, optimize processing of Spend data and minimize manual work

Project Solution: IQVIA - Philips ITR Landscape



Wave planning

- Grouping of countries based on region, time-zone, complexity and other business of Philips

Countries in scope

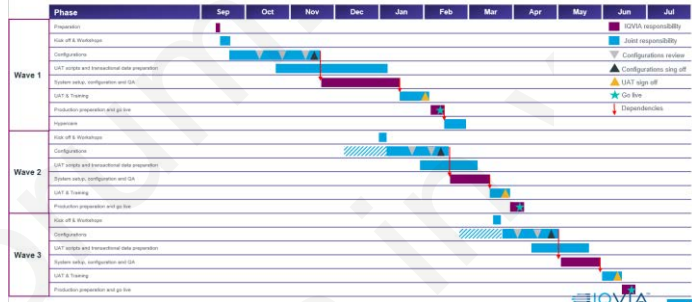
Wave 1: • Work stream 1 (5 Countries) • Work stream 2 (USA)	Belgium Japan France The Netherlands Italy United States
Wave 2 / Wave 3: • 24 countries *	Brazil Czech Republic Germany Poland Russia Switzerland Greece Slovenia Sweden Ireland Portugal Spain Croatia Finland Hungary Norway United Kingdom Denmark
Wave 3: • 6 countries	Indonesia Saudi Arabia South Korea Colombia Romania Denmark

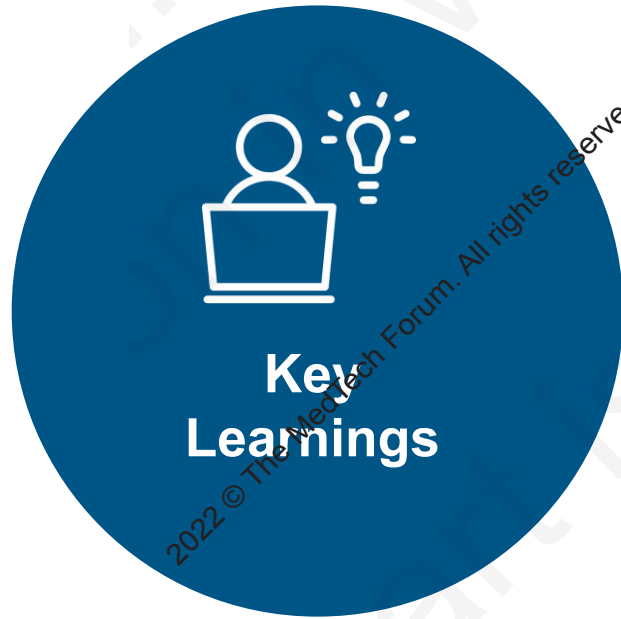


Smart Roll out plan

- Overlap of waves to optimize implementation timeline, use of resources and completion in less than 1 year

Philips – IQVIA ITR overall Project Plan





Key Learnings

End-to-End



End-2-End means standardization from beginning to end
With a solution supporting the process end-to-end, it's required to standardize the process as well end-to-end.

Local <-> Global



Local countries to participate in Global Implementation

By having participants from all countries directly involved, creating more support and acceptance for the implementation and easier adoption of the new technology.

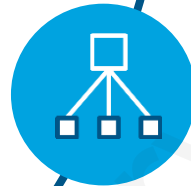
System languages



Local language is key

A system that supports local languages for a global system is key for adopting a new system, especially in countries that without a forced law or code to report.

Thought out governance



Governance (incl. IT) is key in changing regulatory environment

Involve all relevant stakeholders within the project as well as in the leadership team to make decisions and collaborate efficiently.

Country grouping



Country Grouping in waves best for roll-out

Take the time to consider the best grouping of countries and involve them in this as well to optimize the roll out effectiveness.



Thank you for your attention.

Q & A



Dario Ghoddousi

Sr. Dir. Commercial Compliance & Quality Solutions EMEA
dario.ghoddousi@iqvia.com

2022 © The MedTech Forum. All rights reserved - Reproduction in whole or in part is prohibited

2022 © The MedTech Forum. All rights reserved - Reproduction in whole or in part is prohibited