

# 58th ICCA Congress



[congress2019.iccaworld.org](http://congress2019.iccaworld.org)

## IPCAA – ICCA – IAPCO Healthcare Compliance Half-Day Workshop

**Houston, TX, USA**  
**26 October 2019**

Planning and conducting healthcare meetings has become increasingly complex as the impact of regulations, funding models, transparency and time available for medical meetings have shifted focus for healthcare professionals as well as Medical Societies.

Stakeholders involved in every aspect of organising meetings for healthcare professionals are having to focus on transparency and greater compliance requirements and, with new compliance regulations being introduced on both sides of the Atlantic, it is now more important than ever to stay on top of the ins and outs of these complex issues.

IPCAA, IAPCO and IPCCAA have joined forces to offer a free half-day workshop which will address these issues in North America and Europe and provide solutions to help us all better navigate with the ever-changing environment.

Speakers and delegates from both healthcare associations and professional congress organisers will share their experiences through this interactive workshop. It will provide a powerful platform to learn, get up-to-date on compliance regulations, discuss partnership opportunities for collaboration, explore new approaches to work within the healthcare meeting environment and exchange knowledge that benefits all participants.

### SPEAKERS:

-  **Martin Jensen**  
International Pharmaceutical Congress Advisory Association - IPCAA / H. Lundbeck A/S
-  **Thomas Reiser**  
International Society on Thrombosis and Haemostasis – ISTH -
-  **Audrey Alloul**  
Kenes Group
-  **Bettina Reventlow-Mourier**  
Wonderful Copenhagen Convention Bureau
-  **Julie Simper**  
International CME-CPD Consulting
-  **Martin Hess-Janorschke**  
IPCAA / F. Hoffmann-La Roche Ltd.



**MODERATOR:**  
**Terri Breining**  
**Breining Group, Inc.**



**DATE AND PLACE:**  
**Houston, TX, USA**  
**26 October 2019**



**TIMING:**  
**13.00 – 18.00**



13.00 - 13.05 **Welcome and programme introduction**

13.05 - 14.20 **Compliance: Navigating Regulations on Both Sides of the Atlantic**

Explore the complexities, variability, and rapid changes of the diverse regulations surrounding healthcare meetings, regardless of where they're conducted. Practical examples and tools for managing it all.

#### Key takeaways

- ▶ Strategies for navigating the nuances of compliance regulations
- ▶ Learn to think "Compliance" with three guiding principles
- ▶ Identify key regulations having the greatest impact
- ▶ Keep your organization safe from compliance violations

14.20 - 14.30 **Comfort break**

14.30 - 15.45 **The Future of Healthcare Meetings**

Introducing relevant research and discussion on how medical societies and the pharmaceutical industry are adapting to the changing behaviours of HCP's, not just in terms of compliance, but in general. Where do professional meeting planners fit in?

#### Key takeaways

- ▶ Learn how other organisations have shifted to maintain regulatory compliance
- ▶ Identify some practices that could be integrated into your organisation and/or meetings
- ▶ Recognize other trends in healthcare that could impact meetings

15.45 - 16.15 **Coffee break**

16.15 - 17.30 **Bridging the Gap**

A panel of speakers will briefly set the scene by exchanging current global practices of how collaboration between Societies, Host Destinations, Agencies and Industry can help produce a successful, compliant gathering. A following interactive workshop will further explore ways in which stakeholders can strengthen their collaboration for the success of the one common objective; increased and unbiased medical education.

#### Key takeaways

- ▶ Learn of examples of communication among variety of stakeholders that resulted in a stronger medical education programmes
- ▶ Discuss how a shared understanding of the compliance issues can lead to a clearer journey for your meetings
- ▶ Identify opportunities for each stakeholder to contribute to a healthcare meeting's success

17.30 - 18.00 **Panel discussion and wrap up**

For more details on the ICCA Congress 2019 in Houston and to register please visit:



[www.congress2019.iccaworld.org](http://www.congress2019.iccaworld.org)

For more information about the workshop and how to register please contact:



[registration@iccaworld.org](mailto:registration@iccaworld.org)



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