

EXPERT SESSION SERIES  
Integrating Advertising Legislation  
& Self-Regulatory Codes into your  
Business

Thursday 16th & 23rd September

# Integrating Advertising Legislation & Self-Regulatory Codes into your Business

## Format:

This highly interactive Expert Session will be held online via Zoom. Each session will be 2 hours long and takes place on consecutive weeks – Thursday 16th and 23rd September. Attendees will be given a variety of scenarios before attending Day 1 to consider and create their own approach to solving.

There will be breakout rooms to allow attendees to discuss particular sections of the session in detail. The breakout rooms will be led by either Caroline Kelly or Laragh de Bhulbh from Pharma Integrity.

The two days will be split into *Information & Advertising* on Day 1 followed by *Activities with HCPs & Others* on Day 2. We will also walk attendees through the given scenarios against best practice, and implementing the codes.

## Day 1 - Information & Advertising

- Overview of changes in the IPHA Code.
- Advertising material:
  - what is mandatory,
  - what is open to interpretation,
  - examples of advertising material,
  - relevant cases etc.
- Information for patients and the public.
- Disease awareness campaigns.
- HPRA inspection readiness considerations.
- Review of scenarios and walk through optimal approach.

## Day 2 - Activities with HCPs and Others

- Virtual meetings.
- Consultancies with HCPs (including approval of speaker slides) – new code changes.
- Medical Education – specific code amendments regarding ME.
- Due diligence requirements for 3rd parties.
- Social media
  - This will relate to the external environment rather than internal requirements or policies of a company.

## Who would benefit from attending this expert session?

Anyone involved in marketing, branding, market access or authorising documents/aids to be released to sales reps, HCP's or patients will find this Expert Session extremely useful.

### About the speakers:

#### Caroline Kelly, Managing Director - Pharma Integrity



Caroline is an experienced pharmaceutical compliance professional, with over 17 years' experience in the industry. She held a number of Commercial and Medical roles in small, medium and large sized pharmaceutical companies, before focusing solely on Compliance leadership roles since 2010. She has covered a spectrum of prescription medicines from mega brands to products for rare and orphan diseases.

#### Laragh de Bhulbh, Healthcare Compliance Consultant – Pharma Integrity



Laragh joined Pharma Integrity earlier this year as an in-house Healthcare Compliance Consultant. With over 11 years' experience in the Pharmaceutical Industry, she has worked as both medical lead and IPHA final signatory supporting products in diverse therapy areas, such as Immunology, Neurology and Oncology. Laragh's in-house experience includes small molecule products and biologics across the full lifecycle of a medicine.

### About Pharma Integrity:

Pharma Integrity is a unique pharmaceutical compliance consultancy focused primarily on the application of the ABPI Code of Practice, the IPHA Code of Practice, and legislation associated with the promotion of medicines in the UK & Ireland.