

## **IMSCI BECOMES NATION'S FIRST AND ONLY MED ED AGENCY TO BECOME FULLY CERTIFIED IN REGULATORY COMPLIANCE**

### ***Experts say certification is negotiating tool for government settlements***

**New York, April 19, 2010** – International Meetings & Science (IMsci), a division of WPP, is the nation's first and only promotional medical education agency to certify its entire staff in regulatory compliance.

The Center for Communication Compliance (CCC) administered the expert-reviewed training and correlated certification testing, which confirms mastery over current, job-relevant, and expert-reviewed content. IMsci's certification reflects the industry's increasing adoption of CCC's regulatory training and testing programs.

CCC announced certification of the first and only public relations agencies in December 2009, specifically IPG agency Weber Shandwick and Omnicom's Porter Novelli.

"We are fully committed to promotional education compliance and to developing a culture of compliance from top to bottom," says Barbara Blasso, President of IMsci. "That means training and certifying our employees to reduce legal and financial risk for themselves, as well as their clients, and to clearly differentiate our company in the marketplace."

Recently, FDA Commissioner Margaret Hamburg announced that drug or device company personnel, or agents acting on their behalf, could face criminal prosecution or personal fines for failing to ensure compliance. Included are actions such as off-label promotion or the failure to act in preventing and correcting violative behavior. Experts say it's possible that promotional agencies-of-record and their staff also will be targeted for being complicit in the illegal behavior.

According to former FDA Associate Commissioner Wayne Pines, chair of CCC's Advisory Board, "Agencies need to understand that the same risk that applies to drug and device companies also applies to them. Companies can reduce their risk by engaging in compliance education."

Explains Michael Misocky, former FDA official, industry compliance officer, and CCC Advisory Board member: "Training and certification of promotional agencies will factor favorably in a federal investigation because this demonstrates a company's commitment to doing all they can to maximize compliance."

"A certification test documents that an employee has been adequately trained. It also demonstrates 'good faith intent' that reasonable measures have been taken," explains

Ilyssa Levins, CCC president and founder. “Training is useful if the company can prove its effectiveness. This means confirming that staffers understand and can actively apply the information to the execution of promotional materials and campaigns.”

Other experts agree. “As is true in so many different contexts, but is doubly true here, an ounce of prevention is worth more than a pound of cure in terms of doing everything you can to avoid prosecution in the first place,” asserts Arnie Friede, former Associate Chief Counsel in the FDA Chief Counsel's Office.

Blaso concurs: “Our goal is to protect our clients and ourselves by training and certifying employees' regulatory knowledge and their ability to actively apply that knowledge at every stage of any promotional program.”

“Given today's risk-averse environment, drug and device companies will continue to seek out promotional agencies proven to be competent n regulatory compliance. The cost of noncompliance is simply too high not to partner with agencies versed in the regulatory compliance guidelines,” states CCC's Levins.

### **About CCC**

Founded in 2008, CCC is the only all-in-one source for training, certification, and consulting in healthcare regulatory compliance and risk communication. By establishing industry-wide benchmarks for competency, its mission is to reduce risk, save time, and increase industry credibility through education, expertise, and standardization. CCC materials, training programs, and tests address current, job-relevant issues and regulatory situations at a granular level and are updated to reflect major regulatory and compliance developments. The company offers training and certification in 45 countries.

A list of promotional agencies participating in CCC training and certification programs can be found at [www.communicationcompliance.com/go/Static/firms](http://www.communicationcompliance.com/go/Static/firms).

###

CCC Web site: [www.communicationcompliance.com](http://www.communicationcompliance.com)