

VOL. IX, ISSUE 1/JANUARY 14, 2010

Rx COMPLIANCE REPORT

EXCLUSIVELY DEVOTED TO PHARMACEUTICAL
SALES AND MARKETING COMPLIANCE

Communications compliance

Weber Shandwick becomes nation's first compliance certified healthcare communication agency

Weber Shandwick recently became the nation's first and only healthcare communications agency to be fully certified for promotional regulatory compliance in public relations, announced the New York-based Center for Communication Compliance (CCC), which provided the training and certification testing. Porter Novelli certified its New York-based healthcare public relations staff.

"In today's complex regulatory climate, we view this training and competency certification as a critical investment in our clients and staff," said **Laura Schoen**, president of Weber Shandwick's global healthcare practice. "By certifying Weber Shandwick's entire U.S. healthcare practice, we have taken steps to ensure that all team members are fluent in the most current regulatory policy and guidelines."

CCC employs a proprietary model to test for mastery of essential information, establishing the first set of consistent industry standards.

Former DDMAC review officer and industry compliance officer **Michael Misocky** predicts that with more expansive language in corporate integrity agreements, training and certification will quickly become the norm rather than exception for agencies of record that are covered entities. The bottom line, says Misocky, president of Misocky Consulting Group and CCC Advisory Board member, is that promotional agencies of record - including advertising, PR, promotional medical education, relationship marketing, and digital - will eventually need to be trained and certified.

"Understanding the nuances of regulations is no longer a 'nice to have' - it's a 'must have'," says former FDA Associate Commissioner for External Relations **Peter Pitts**, now Director of Global Healthcare at Porter Novelli.

CCC is the only all-in-one source for training, certification, and consultation dedicated to regulatory compliance literacy. It maintains a library of 250+ test questions addressing FDA requirements, legal sanctions for violations, and proper practices for advertising/promotion materials, public relations, promotional medical education, patient relationship marketing and social media.

"For companies with LMS training in place," says CCC President **Ilyssa Levins**, "CCC customizes certification with expert-validated test questions that correlate with existing content."

For more information, visit: www.communicationcompliance.com

"Understanding the nuances of regulations is no longer a 'nice to have' - it's a 'must have'," says former FDA Associate Commissioner Peter Pitts
