

# Health Law Compliance

## Monitoring and Reporting on the Policies, Procedures, and Activities

### CHALLENGES

Dealing with Health Law Compliance (or Health Care Compliance) is part of everyday routine for pharmaceutical manufacturers. Handling it well can keep regulators at arms length and allow companies to focus on their core competencies of discovering and bringing new drugs to market. The latest Health and Human Services (HHS) Office of Inspector General (OIG) Compliance Guidance for Pharmaceutical Manufacturers and PhRMA Code on Interactions with Healthcare Professionals is yet another compliance regulation that companies need to keep at bay in order to avoid distractions.

### POLICIES AND PROCEDURES ARE NOT ENOUGH

The first reaction to any regulation is to set up the policies and procedures to prevent violation of the health care law. For Interactions with Healthcare Professionals, also known as physician spend, many companies have put into place limits on gifts to physicians and other marketing incentives. Companies have also established standard operating procedures and trained employees and contractors. But ensuring that the policies and procedures are not breached (either inadvertently or intentionally) is a much greater obstacle. This challenge is magnified by the fragmentation of the pharmaceutical organization – departments operate independently, employee communication is not transparent, and systems are disparate and not integrated.

### MONITORING AND REPORTING

Data is captured numerous systems within a pharmaceutical organization. For example, a sales force automation system captures discounts and incentives to physicians, a travel and expense system captures gifts and meals for the physician, while a marketing system can capture event and seminar costs. Within these systems and more, interactions and spend with a physician are recorded. But there is no central application or system that provides a holistic view of all activities. Any monitoring and reporting system would require information to be federated across all data sources critical to providing an accurate view of physician interaction.

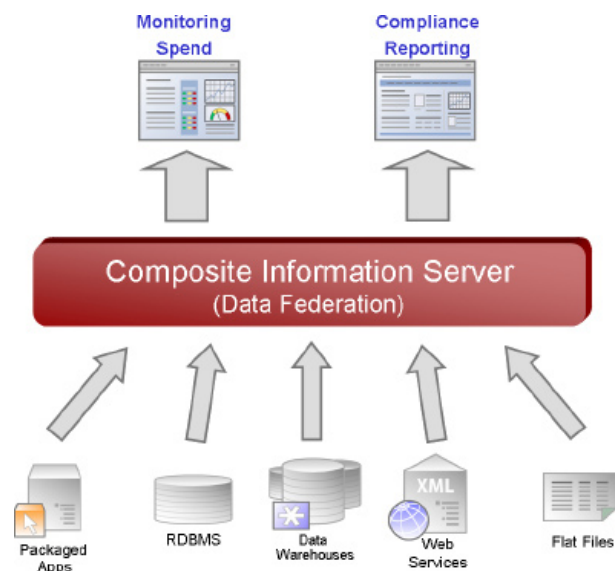


Figure 1. The Composite Information Server provides data federation capabilities that are required to gather a holistic view of all physician spend.

# Composite Information Server

## THE COMPOSITE SOLUTION

Composite provides best-of-breed data virtualization, data federation technology for pharmaceutical manufacturers to meet Health Law Compliance. The Composite Information Server enables companies to access disparate systems and data sources in real time, normalizes the heterogeneous data, and makes the data appear as if it resides within a single logical location. This enables pharmaceutical companies to see a holistic view of spend information throughout the organization. Composite is vendor agnostic, so you can select the front-end tool (dashboard, reporting, BI tool) of your choice to display the data that is federated with the Composite Information Server.

## KEY BENEFITS

Composite provides the key component to monitoring and reporting on Health Law Compliance. Benefits include:

### **Deliver Real Results to Compliance Officers**

Show all spend data across departments, functional area, and operational systems.

### **Accelerate Compliance of Health Law**

Fast and easy deployment, letting you meet regulatory needs, so that you can get focus on your core business.

### **Best-of-Breed Technology**

Flexible data integration that access most critical data sources and is compatible with just about any front-end tool in the industry.

## CAPABILITIES HEALTH LAW COMPLIANCE MONITORING AND REPORTING

Composite provides the key component to monitoring and reporting on Health Law Compliance. Benefits include:

### **Access existing data non-invasively**

- Any data source or structure
- Pre-built access to packaged applications (SAP, Siebel, PeopleSoft, Oracle EBS, Salesforce.com)
- Native or pass-through security

### **Federate master and related data**

- High performance query engine
- Powerful data manipulations
- XML and relational blending

### **Deliver data via tabular views or WSDL Web services**

- On demand or scheduled
- Standards-based, reusable
- Easy to extend and modify

## **COMPOSITE** **SOFTWARE**

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