

# HCP ENGAGEMENT:

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BUSINESS NEEDS ASSESSMENT, CONTRACTING, AND ACTIVITIES MANAGEMENT  
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# LET US KNOW ABOUT YOU

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How many of you would say your Compliance Program is:

- A. Just beginning; Small, limited resources
- B. Emerging: Medium, resources available but not enough
- C. Mature: Large, sufficient resources

# LET US KNOW ABOUT YOUR HCP ENGAGEMENT

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Are you using a manual process?

You are utilizing a software solution?

Do you have a complete end to end process?

Are you happy with the solution?

# HCP ENGAGEMENT FRAMEWORK

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**Business Needs Assessment:**

**Selection:**

**Contracting:**

**Activities Management:**

**Performance Metrics:**

**Review & Feedback:**



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What are the key challenges you face in assessing business needs for HCP engagement within your organization?



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How do you make the business case for an HCP engagement process?

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What can you do to maximize the HCP engagement process in terms of data analytics particularly if using a manual process?

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For more mature programs, what are the lessons learned in implementing a solution?



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What do you wish you knew at the beginning?

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How do you align your HCP engagement strategies with the broader business objectives of your large-scale organization?

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What are the first steps you're considering for assessing business needs related to HCP engagement?

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Who is responsible for evaluating legitimate business needs? Discuss risks of Compliance v Business owning that responsibility?

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How do you handle FMV?



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How do you manage the complexities engaging HCPs, especially considering varying compliance requirements across different regions or countries?

# HCP ENGAGEMENT – KEY TAKEAWAYS

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