

# 24th Annual Pharmaceutical and Medical Device Ethics and Compliance Congress

*October 25-27, 2023*

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And Featuring a Virtual Pharma and Med Device Global Ethics and Compliance Day  
With Updates from Around the World

## Compliance Monitoring—Operational Insights & Lessons Learned

October 26, 2023



# Today's Panel



**William Anders**  
*Director, Global Compliance  
Auditing & Monitoring*  
**Medtronic**



**Karen Lowney**  
*Head of the Office of Ethics &  
Compliance*  
**Sun Pharmaceutical Industries, Inc.**



**Jack Tanselle - Moderator**  
*Managing Director*  
**Deloitte & Touche LLP**



**Noah Mallon, JD**  
*Director, US Promotional  
Monitoring Lead*  
**Pfizer**



**Dawn Snyder**  
*Manager, Ethics &  
Compliance Monitoring*  
**Boehringer Ingelheim USA**

# Today's Topics

- ❑ Optimizing the Monitoring Plan
  - ❑ Inputs
  - ❑ Live Monitoring
  - ❑ Resources
- ❑ Monitoring Digital Communications
  - ❑ Variety of Platforms
  - ❑ OIG Learnings
- ❑ Generative AI
  - ❑ Responsible Use
  - ❑ Use Case Examples (e.g., translation, materials review)

# Some Takeaways

- ❑ Post-Pandemic Monitoring:
  - ❑ Consider new internal and external realities when taking a risk-based approach
  - ❑ Broaden/change your “coverage” over time, based on risk
- ❑ Generative AI:
  - ❑ Consider first the governance model your Company is applying to GenAI
  - ❑ A world of potential – everyone is learning how to harness in real time and balance against costs and resources

# Thank You!



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