

# HEALTHCARE PROFESSIONAL MEETINGS AND ENGAGEMENTS

2016 Industry Benchmarking Survey



**AHM & MeetingsNet Collaborate on the First Ever Life Sciences Industry Survey on  
How HCP Meetings and Engagements are Tracked, Managed and Reported.**



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## EXECUTIVE SUMMARY

Are compliance risks associated with working with healthcare professionals (HCPs) keeping you up at night? Does the manner and systems in which you collect data and HCP interaction activity provide you a centralized, transparent view of engagements and adherence to policy? Whether your answers are yes or no, managing the complexities of meetings and engagements that involve HCPs does take a village and is no easy task! Prior to the data collection included in this report, pharmaceutical and other Life Sciences companies have lacked benchmarking data specific to HCP meetings and interactions to aid them in developing best practices, measuring what success looks like and addressing gaps collectively.

This inaugural HCP benchmarking survey was conducted by Penton Research, parent company of MeetingsNet, and commissioned by AHM, a leading global provider of software and service solutions for the highly regulated Life Sciences industry. The respondents included over 115 of the top organizations leading the Life Sciences industry today.

This ground breaking report looks at the survey findings through a Life Sciences lens and highlights areas of opportunity to increase compliance, centralize data, consolidate vendors, and leverage buying power. The data provides a deeper understanding of how companies manage meetings attended by HCPs with regard to their meetings services, compliance and procurement which will be revealed later in this report.

This study also uncovered some common challenges across organizations regardless of company size or business function, such as concern for compliance tracking and reporting overall, the lack of global consistency to accurately track and report data, and the use of multiple, disparate systems for tracking and reporting.

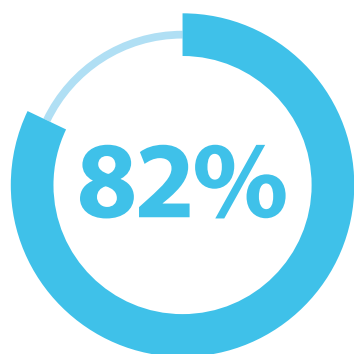
***AHM was also able to gain deeper understanding of how companies manage meetings attended by health care professionals with regard to their meetings services, compliance and procurement.***



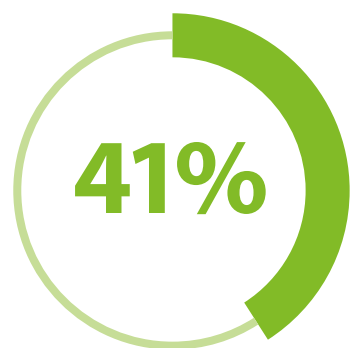
### Some key findings highlighted in this Report:

- The top challenges involved in managing healthcare professional meetings and other HCP interactions
- What IT solutions companies are using to manage all the various aspects of healthcare professional interactions, from expense management and aggregate spend data capture to strategic meetings management
- Which business models companies are using for HCP meetings and engagements
- How companies are managing HCP meetings and managing interactions globally
- How companies are tracking HCP attendance at their meetings

#### On Compliance

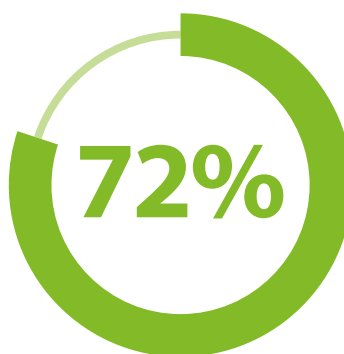


**82% of respondents said increasing compliance was the most important HCP engagement initiative.**

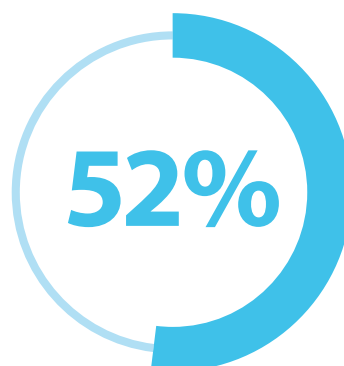


**41% of respondents said compliance was the biggest challenge in managing HCP Meetings & Interactions.**

#### On Tracking HCP Data



**72% of respondents said the biggest challenge for them is the use of multiple, disparate systems to track and report on HCP data.**



**52% of respondents CANNOT trace the participation of HCPs globally.**

***Compliance is not only the greatest challenge for the majority of respondents but it is also the MOST important initiative in their organizations.***

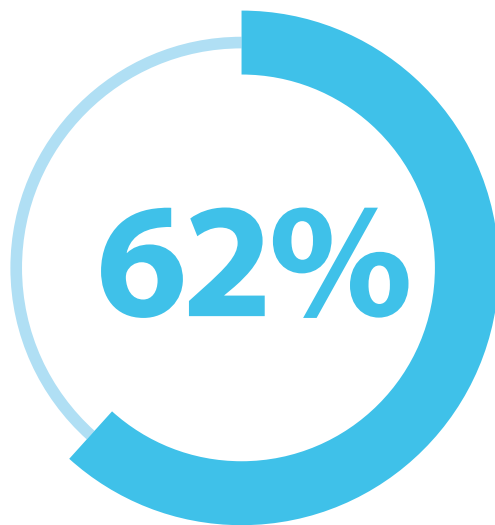
## SURVEY METHOD

The research was conducted exclusively for AHM by Penton Research, the parent company of MeetingsNet. The data was received by over 115 direct Life Sciences organizations and collected from March 3 – April 11, 2016. The organizations involved in the research ranged in size and the respondents were from multiple business lines in the organizations. The research is the first to delve into the methodology and analysis of how HCP meetings and engagements are tracked, managed and reported.

In order to level set our results, one fundamental question needed to be asked: “How does your organization define a meeting with healthcare professionals?”

While this may seem elementary to most, we have found the definition of an HCP meeting to be:

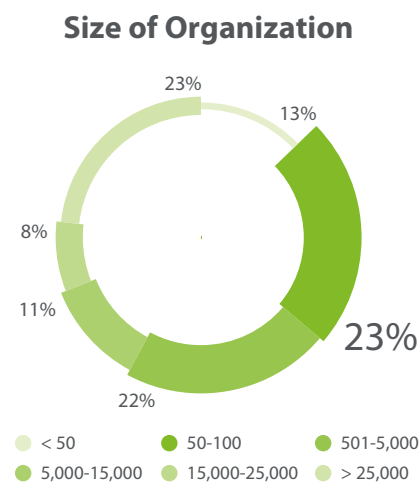
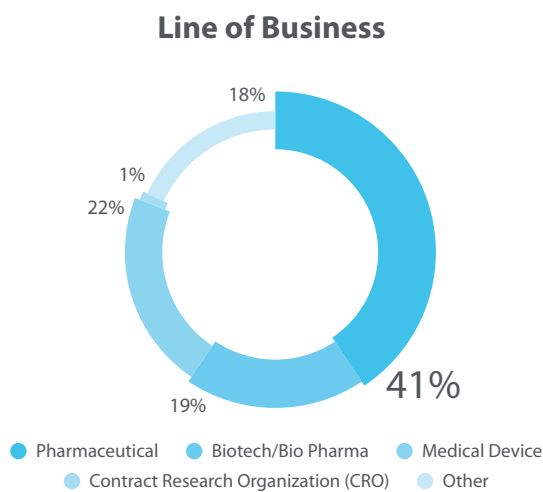
Over 62% of respondents define HCP meetings by the number of HCP participants, not room nights.



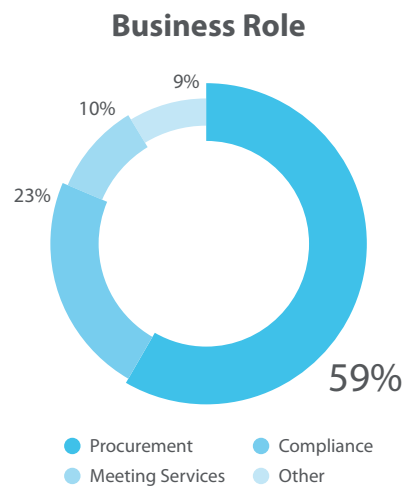
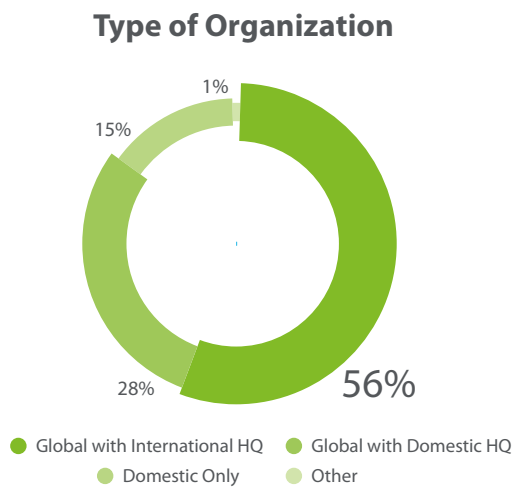


## RESPONDENT PROFILE

The largest percentage of respondents come from the Pharmaceutical and Medical Device fields which hold the largest number of HCP meetings and interactions among the organizations surveyed. More than half of the organizations surveyed spend more than \$15M per year on meetings, with the majority of that spend on meetings involving HCPs.



**Over 40% of the respondents are from companies with more than 15,000 employees and over 84% have a GLOBAL footprint.**

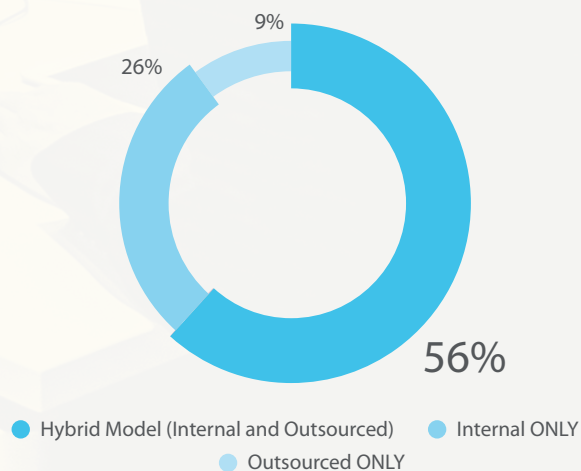




## TOGETHER TOWARDS COMPLIANT INTERACTIONS

As seen in the graph below, the industry uses more of a hybrid model to manage its HCP meetings and engagements. As companies continue to look at the bottom line and ROI, third party vendors and internal resources need to continue to identify areas of improvement, quick wins and long term gains in strategic planning and tactical delivery. By releasing these survey results publicly, AHM intends to open up dialogue within the Life Sciences community to provide a platform for organizations to pressure test their processes and further rely on consultative expertise and innovative solutions to minimize cost and create greater efficiencies.

**How HCP Meetings are Managed**



## RESULTS

### Who is Managing and Executing HCP Meetings at Your Organization?

- 56% of organizations use a hybrid model of some internal departments and some outsourced to other third party vendors
- 26% utilize ALL internal resources to plan and execute
- 9% fully outsource the planning and execution to a third party vendor

### Respondents' Strategic Meeting Management Program (SMMP)

The GREAT News: Over **90%** of respondents either have or are in the process of implementing an SMMP program, with **38%** having a mature program of over 4 years!

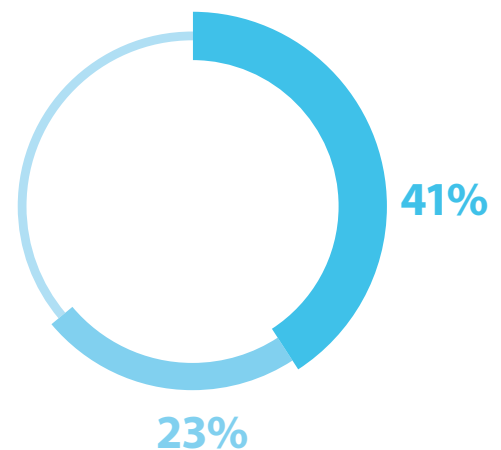
A key area of opportunity: Only **33%** of respondents have a global SMM program. **67%** of respondents can look to expand their SMM globally and expect improvements in HCP tracking and transparency of data.

### *What are companies doing to mitigate or manage these compliance challenges and other challenges?*

#### Key Findings

Compliance is the top business challenge from all respondents, over 41% listed compliance as their top challenge followed by a lack of resources at 23%. The main reasons for the challenges with compliance are:

- Multiple, disparate systems for the capture and reporting of data – 72% indicated this was their biggest problem
- Multiple vendors handling their tracking and reporting of HCP data - 48% indicated this was a challenge
- HCP data accuracy is a challenge – 43% of respondents indicated this is a problem
- Lack of resources to handle data tracking and reporting – 42% of respondents







**Over 60% of respondents are using a proprietary tool for business rationale and pre-approvals YET over 60% are using an off-the-shelf tool for HCP data tracking and SMMP data. Result: Two disparate systems requiring costly manual feeds.**

### **Solutions / Recommendations**

As a result of these responses, the findings indicate that the lack of ONE centralized system is crippling organizations' ability to accurately track and have transparency across the organization. A streamlined and simplified method of capturing data and housing information into one place reduces costly data feeds, eliminates duplication and potential for errors.

**The use of multiple tools for the end to end approval, tracking, and reporting of HCP data in addition to lack of resources result in multiple challenges to the organization. Errors in accuracy, timeliness, and lack of transparency globally are costly and are avoidable with a single end to end technology solution.**

## **REPORT CONCLUSIONS**

### **Does the Life Sciences Industry Need a Solution?**

In a word, YES. Based on the results of this study, the biggest challenge across the Life Sciences industry in regards to HCP data tracking and reporting is the lack of one single tool to handle the end to end management of HCPs and transparency reporting. Multiple and disparate systems have resulted in fragmented and costly outputs producing incomplete and inaccurate information. HCP disputes lead to resource constraints for the clean-up effort and frustration from the HCPs perspective.

The industry needs a combination of proactive processes and robust, agile technology to deliver a consistent, simplified and accurate view of the who, what, where, why and when – and of course, how much. With benchmarking reports such as this one, we can continue to convey and design holistic methodologies to mitigate risk for our clients.

## Where does Strategic Meeting Management (SMM) fit into Compliance?

### The Next Generation:

SMMP has been around since the 90's and put in motion not only centralization of meeting activity for security reasons (i.e. tracking of employees in the event of an emergency) and cost analysis, but also established overall buying power and the ability to leverage scale. We are beginning to see organizations bring promotional programs into the SMM portfolio and in doing so they have realized the void currently within their SMMPs.

The SMM technologies designed over twenty years ago are constantly evolving to meet the needs of this fast paced, highly regulated industry. Unfortunately, an SMMP is not meant to just handle compliance and a compliance tool isn't necessarily meant to handle the needs of a robust SMMP. These two processes need to be integrated and one robust system could address the needs of both programs. The convergence of compliance and SMM is the new frontier for Life Sciences organizations and seizes the opportunity to reduce risk, increase transparency and efficiencies while providing a consistent and improved attendee experience.

## NEXT STEPS

### Benchmarking, Analysis and Design

A wider distribution of these survey results is now available to the greater Life Sciences community, and readers can begin to analyze their own HCP tracking and reporting processes to develop strategic plans for greater compliance adherence and a streamlined simplified approach to manage HCP meetings and interactions. Readers can benchmark against their own practices and begin to develop additional metrics to address gaps in accuracy and global transparency.

### Current AHM Solutions

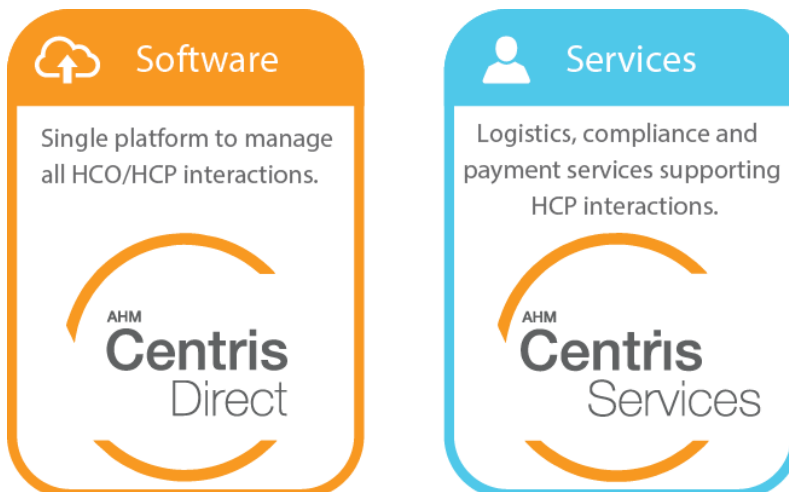
This survey supports AHMs commitment to providing value to its clients and colleagues. The results highlight our service and software offerings are in line with what the industry critically needs: ***Compliant engagements throughout the product pathway.***







## AHM SOLUTIONS



For more information, visit <http://ahmdirect.com/solutions-portfolio/complianceplatform/>.

Look for additional webinars and thought leadership from AHM that will showcase our existing solutions and alignment with our partners as we continue driving innovative answers to complex challenges. For more information on AHM, visit: [www.ahmdirect.com](http://www.ahmdirect.com)

AHM & MeetingsNet thank our industry participants who offered their time and insights to produce this valuable study.