

# INSEAD

The Business School  
for the World®

Executive Education Programmes  
2014 - 2015

## INSEAD Healthcare Compliance Implementation Leadership Programmes

### Executive Education

Since 2007, the year when INSEAD organised its first annual Healthcare Compliance Leadership Programme, the legal and regulatory environment for healthcare companies has become increasingly stringent around the globe, with the reputational, financial and organisational risks of non-compliance reaching new heights. This has raised the demand for compliance officers who command a high level of professional competence across many diverse and complex domains.

Responding to this challenge, a unique cooperation between three internationally recognised academic institutions together with senior compliance officers of global healthcare companies and healthcare industry professional associations has led to the creation of a comprehensive multi-modular curriculum for compliance and legal professionals working in the biopharmaceutical and medical device industries.

As part of this new curriculum, INSEAD offers two complementary modules focused on the design, management and enhancement of effective compliance programmes:

- **INSEAD Compliance Implementation Leadership I:** Designing the Effective Compliance Programme
- **INSEAD Compliance Implementation Leadership II:** Managing and Enhancing the Effective Compliance Programme

Two other modules offered by our partner academic institutions provide an immersion in the relevant laws, regulations, cases, government settlements and industry codes in Europe and the U.S. respectively:

- Certificate in Healthcare Compliance Ethics & Regulation: European Immersion Programme
- Certificate in Healthcare Compliance Ethics & Regulation: U.S. Immersion Programme

### Faculty

#### Programme Director

**N. Craig Smith**

The INSEAD Chaired Professor of Ethics and Social Responsibility

**The faculty for the INSEAD Healthcare Compliance Implementation Leadership Programmes consists of INSEAD professors and senior compliance and legal professionals including:**

**Ann Beasley Bacon**, VP, Corporate Compliance International, Biogen Idec

**Andy Bender**, President, Polaris Management Partners

**Angela Main**, Regional VP, Legal & Compliance, Asia Pacific, Zimmer

**Piergiorgio Pepe**, EEMEA Regional Director, Office of Ethics & Compliance, AbbVie

**Roeland Van Aelst**, VP, Healthcare Compliance & Privacy, EMEAC, Johnson & Johnson

Leaders in healthcare compliance support the educational mission and goals of healthcare compliance training programmes and continued professional development for healthcare compliance officers, such as the programmes offered by INSEAD, Seton Hall Law School, and SciencesPo.



## Programme content

The healthcare compliance implementation cycle comprises the five key building blocks shown in the figure to the right:

### INSEAD Compliance Implementation Leadership I: Designing the Effective Compliance Programme

This programme deals with the first two building blocks of the compliance implementation cycle. Topics covered include:

- Analysis of compliance risks
- Drivers of compliance in an organisation
- Elements of a compliance programme, and the strategic plan for the compliance programme
- How compliance officers can exert power and influence
- Oversight; policies and SOPs
- Compliance communication and training
- Leading change in the organisation.

### INSEAD Compliance Implementation Leadership II: Managing and Enhancing the Effective Compliance Programme

This programme deals with the other three building blocks of the compliance implementation cycle. It provides the tools for the day-to-day management and decisions compliance officers are confronted with. Topics covered include:

- Third-party management
- Managing cross-border activities
- Defining fair market value & needs assessment
- Assessing the value and legitimacy of a scientific event, website reviews, and social media
- Effective decision-making processes
- Managing conflict through effective negotiation
- Testing and monitoring, anti-bribery / anti-corruption audits
- Escalation process; conducting and investigation; sanctions
- Measuring the compliance programme effectiveness
- The industrialisation of compliance: enhancing effectiveness and efficiency.

## Dates and location

Participants are encouraged to take the two modules of the **INSEAD Healthcare Compliance Implementation Leadership Programmes** and at least one of the Healthcare Compliance Ethics & Regulation Immersion Programmes.

**Part II:** Managing and Enhancing the Effective Compliance Programme

- 1-5 December 2014 in Fontainebleau

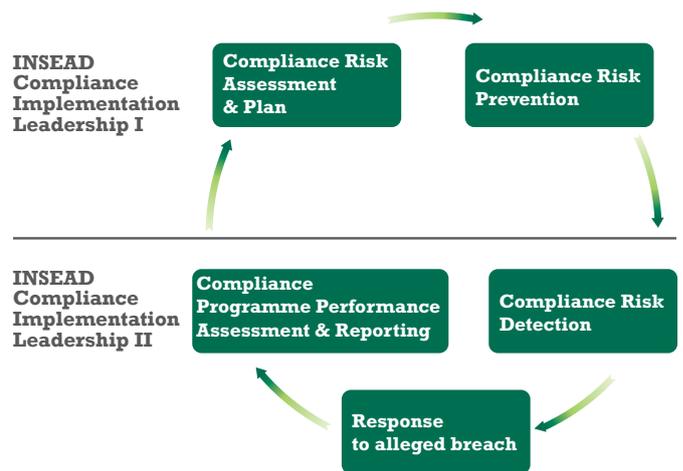
**Part I:** Designing the Effective Compliance Programme

- 29 June-3 July 2015 in Fontainebleau

**Part II:** Managing and Enhancing the Effective Compliance Programme

- 30 November-4 December 2015 in Fontainebleau

## The healthcare compliance implementation cycle



## Participant profile

The programme is designed to benefit:

- Participants who are new to or have been recently assigned to the compliance function
- Experienced compliance professionals who desire to update, broaden and sharpen their knowledge and skills, and exchange experiences with colleagues from other companies, countries and regions of the world.

Participants generally come from a broad range of countries. For example, the most recent **INSEAD Healthcare Compliance Leadership Programme** drew participants from 20 countries in Europe, Asia, Middle East, Africa and the Americas.

Organisations represented in the three most recent **INSEAD Healthcare Compliance Leadership Programmes** include: Actelion, Acumed, AstraZeneca, Baxter Healthcare, Bristol-Myers Squibb, Edward Lifesciences, Grünenthal, Hikma, Johnson & Johnson, Novartis, Novo Nordisk, Roche, Pfizer, Sanofi, Takeda, UCB and Zimmer.

## Tuition fee

€ 5,000\* per module

## Length

5 days per module

## Contact us

For further information on the **INSEAD Healthcare Compliance Implementation Leadership Programmes**, contact:

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\*Fee subject to change. For programmes delivered in France, VAT (20%) to be added for companies based in France, or for European companies where no VAT number is supplied. For programmes delivered in Singapore, GST (7%) to be added for Singapore-registered companies.

Accommodation is not included in the tuition fee and will be reserved by INSEAD either on campus or in nearby hotels.