Newsletter Q1 2015

INTERNATIONAL SOCIETY OF HEALTHCARE ETHICS AND COMPLIANCE PROFESSIONALS

Message from our President, Dominique Laymand

Before talking about ETHICS 2015 Goals and Objectives, I want to acknowledge the progress our association made in 2014 and particularly the great achievements, in terms of our contribution to Education, through the participation of our members to Ethics and Compliance courses in Sciences-PO/Seton Hall, INSEAD, Pierre and Marie Curie French University, and also our contribution to the International Compliance Pharma Congress and IPCAA conference.

ETHICS achievements are the result of what each of our members brings to our association and the energy and strong commitment of my colleagues of the Board, the Strategic Committee and the Workstreams. A particular thanks to each of them. 2015 is important year for ETHICS: the association is reaching its third anniversary, membership is increasing, as well as demands for sponsorship or participation to educational and training events. More than ever we'll need each of you to be very proactive and dedicated. We look ahead to achieve even more for our members, providing more contribution to Education and further develop the Ethics and Compliance Professionals Competency model and our international Network.

So this year, even more than before, we need each of you to be a very proactive member.

Let's do it together!!!!!!!!!!!!!!!!!

2014 General Assembly Highlights

Our Secretary General, Arthur Muratyan, gave us an important reminder of our history which included the fact that our Society was only formalised in 2012. Our main aim is to become the reference society for Compliance and Ethics practitioners by helping you to address current challenges and anticipate future challenges. We now have around 60 members and 3 active work streams to help achieve our goals.

Pascale Paimbault, our Treasurer, began by reminding us of the general rules of our association, including membership categories and the fact that we are a not-for-profit organisation. Financially, we expected to have a surplus of around €24k at the end of 2014, which is similar to the 2013 surplus. We were proud to announce the Gabor Danielfy Scholarship for Healthcare Compliance and Ethics during 2014, with the first two people to benefit from this scholarship attending the European Healthcare Compliance and Ethics Certificate Program delivered by Seton Hall Law School and Sciences-Po during 2014.

During the afternoon of our General Assembly, we had the following guest presentations:

- Ethical Blindness - Why good managers make bad decisions by Professor Guido Palazzo
- Preventing Corruption & Bribery – perspectives from the regulators by Paul Vincke
- Values-based versus Rules-based Approach to Business Ethics by Professor Alain Anquetil

The guest presentations were followed by an interesting panel discussion hosted by Thomas Hauser and Tamara Tubin with all our guest speakers.

Work Stream Update: Compliance Professional Competency Model

At our 2013 General Assembly this work stream team (Eva Gardyan-Eisenlohr, Andreas Gascard, Katalin Pungor and Tamara Tubin) was asked to design a simple and pragmatic way to identify and develop the core competencies of a Compliance Professional. We began by developing a "Vision and Mission" and "Strategic Pillars", which led us to a clear foundation: it's about individual skills, profiles and attributes which describe the behaviours of effective Compliance Professionals, rather than just their responsibilities. The Korn Ferry Competency Leadership Architect® (based on the 'Lominger Model') has a proven record of success within some members' companies. In May 2014 the team familiarized itself with the principles and the process and met June 20, 2014 in Berlin. In a half-day workshop we combined our "Vision and Mission" and "Strategic Pillars" with the Korn Ferry materials to identify core competencies for Compliance executives, managers and specialists.

The team recommended that ETHICS should come to an acceptable mutual agreement with Korn Ferry to enable us to use the profiles that we have developed using their Competency Leadership Architect® materials. A proposal is available for further discussion with the Steering Committee in January 2015. In parallel the team continues to evaluate alternative models, offering a simple process and providing examples of 'right', 'overused', and 'unskilled' behaviours, which should help individual Compliance Professionals to assess their current strengths and areas for improvement. We expect to be able to share our work with all members by the end of March 2015.

Work Stream Update: Sharing Best Practices

This work stream can only be successful if all our members add materials to our databank. Read on to see how you can contribute your ideas for the benefit of your fellow members...

Our work stream members are Ingrid Callies, Cécile Gousset and Piergiorgio Pepe. We aim to share best practices on topics linked, in particular, to education and training, rather than reinventing the wheel. As long as these best practices work well, have no intellectual property or confidentiality issues, and are not commercially sensitive from a competition law perspective, we can share them for customisation by each member.

We all know that training and education is one pillar of a compliance program, and that to foster a compliance mind-set, it is critical to deliver training in different ways and through different channels. So this work stream will enable us to build a databank of documents and initiatives, in different formats including materials posted on our website Members' Area that are ready to share (such as brochures, videos, case studies...) and links to other websites to access their materials and ideas (such as e-learning on National Associations' websites, and links to educational materials about ethics and compliance on law firm or consultants websites), where all ETHICS members can "dip".

We have already posted some materials to our website Members' Area, and we continue to actively source additional materials. Our approach has enabled us to enlist some new contributors, who have proposed some materials and links for our databank (e.g. Eucomed Code training slide deck, link to third-party management on the Eucomed website, example of a "word search game" related to data privacy as an animation for face to face training). Now that all members have access to the Members' Area of our website, this work stream is now adding real value for our members.

The process for proposing material and ideas is now formalized and can be accessed via the Members' Space of our website so that every member can contribute to the Best Practices Sharing databank.

Once we have enough content, the architecture of this databank will be reshaped to facilitate searching for documents. **This work stream can live only through the contribution of all Ethics members, so we count on you**!

Work Stream Update: Educational Partnerships

This work stream was initiated after the General Assembly in Paris in October 2014. Work stream members are Anne Beasley, Isaure Kergall, Dominique Laymand, Stephen Nguyen Duc, Dave O'Shaughnessy and Roeland van Aelst.

Since the beginning, ETHICS has been very supportive of numerous educational events, conferences, and courses that help in the education, training, and development of compliance professionals. Many of these are familiar to most of you. This work stream will look to enhance and optimise the contribution and participation of ETHICS members aligned with the principles of our association.

To achieve this, the work stream will look to compile a list of support work and confirm the leads or regular contributors, as well as the principles underpinning this support. Work on this began in the fourth quarter of 2014.

For the future we will look to track this support in advance, seek and act upon any feedback received with the organisation supported, and review the feedback within ETHICS. We will also look more closely at how ETHICS supports ongoing standards for courses – current content, evolving approach, supporting assessment of the effectiveness of courses and explore the possibility of assigning course mentors who will be the existing leads and support identification, recommendation of speakers and help arrange back-ups where needed. In recent years, we have also seen the emergence of excellent support and partnerships at local country levels, for example, with some universities and we will seek to publicise this further and further align our support efforts.

Closing Remarks

As you can see, we undertook lots of activities during 2014 to achieve our goals and add value for our members. Now that we have our website Members' Area available to all members, we should continue to make great strides forward in 2015. However, we do need your help, so if you would like to join a current work stream, propose a new one, or have any feedback for us that would help us to provide better services to our members, please do get in touch via email to contact@ethicspros.com, or to any member of our Strategic Committee.

ETHICS Strategic Committee
(Ann Beasley, Dante Beccaria, Heidi Buergi, Pierre Dupourque, Suzanne Durdevic, Jacques Fontas, Eva Gardyan-Eisenlohr, Cecile Gousset, Thomas Hauser, Isaure Kergall, Dominique Laymand, Arthur Muratyan, Anthony McQuillan, Stephen Nguyen Duc, Dave O'Shaughnessy, Pascale Paimbault, Teresa Rico, Tamara Tubin, Roeland van Aelst)

Upcoming Events in 2015

March 9-11	IPCAA, Annual Seminar on Compliance, Zürich
May 11-13	International Pharmaceutical Compliance Congress and Best Practices Forum, Brussels
May 19-21	Eucomed, Global MedTech Compliance Conference, Athens
June 01-05	Seton Hall & Sciences Po European Healthcare Compliance Programme, Paris
June 29 – July 03	INSEAD Healthcare Compliance Implementation Leadership Programme Part I: Designing the Effective Compliance Programme
October 08	ETHICS General Assembly, Paris
November 30 – December 04	INSEAD Healthcare Compliance Implementation Leadership Programme Part II: Managing and Enhancing the Effective Compliance Programme