



## A Growing Need for Auditing and Monitoring of HCP Interactions

*"The pharmaceutical and medical device industries can expect increased scrutiny of, and actions against, company officers and other individuals, according to a senior official from the Department of Health and Human Services Office of Inspector General (OIG)"<sup>1</sup>*

*"In large part, a pharmaceutical manufacturer's commitment to an effective fraud and abuse compliance program can be measured by its commitment to training and monitoring its sales force."<sup>2</sup>*

Today, Pharmaceutical and Device companies must integrate increasingly complex Healthcare Laws into their business. Governments scrutiny of commercial practices is escalating for big and small companies alike, and new whistle blower regulations provide even greater incentives to report on potential healthcare law gaps. The cost of error is high; government fines are significant, corporate integrity agreements are expensive, and public trust in your company can be impacted.

1. USA Today, March 17 2010  
2. Daily Finance 2/01/2010 <http://www.dailyfinance.com/story/company-news/for-big-pharma-is-breaking-the-law-the-price-of-doing-business/19340271/>

## Newwaygo's Full-Range of Field Audit Capabilities

- Audits of field-based activities include:
  - Sales call messages and materials
  - HCP spend (e.g. modest meals) and documentation
  - Speaker program implementation
  - Local promotional exhibiting
  - Adverse event reporting
  - MSL activities and local Managed Markets activities
- Auditing in complex therapeutic and product areas
- Ability to address multiple geographic areas concurrently
- Small and large scale audits

## An Efficient, Innovative Approach

Newwaygo field auditors use a **tablet-based PC** for immediate data capture and smooth, non-obtrusive data entry. We also employ audit data capture software that allows easy audit checklist design, real-time access to key documents to verify observations, and real-time field-audit progress reports with built-in tables and charts.



## Why Newwaygo

### EXPERIENCE

- Knowledgeable team of industry veterans with years of commercial and compliance experience help you develop an effective field audit strategy and audit plan.
- Full audit team including field auditors with extensive pharmaceutical expertise provide unique insights into field-based compliance requirements and field behaviors

### QUALITY

- Minimum of 20 hours of pre-audit training for all auditors
- Unbiased, high quality observations
- High level of logistical planning and focus on quality implementation
- Documented results you can use with confidence

### COST-EFFECTIVENESS

- Customizable audit tools
- Innovative technology system for fast, efficient, high quality data capture and reporting
- Experienced local field auditors that minimize travel costs
- Less overhead compared to large accounting firms; cost savings passed onto the client

**Call us today to learn more about our experienced, cost-effective, high quality audit services - (914)-220-5875**