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TOPIC: Navigating a New Era of Transparency: What Pharma Companies Need to Know About the Physician Payment Sunshine Act

PANELISTS: **Rob Ciolek**, Senior Corporate Counsel, Bristol-Myers Squibb Co.
Demme Doufekias, Partner, Morrison & Foerster LLP
Gary Giampetruzzi, Partner, Paul Hastings
Nogah Haramati, MD, Professor Clinical Radiology & Orthopaedic Surgery, Department of Radiology, Jack D. Weiler Hospital
Chad A. Morin, Senior Manager, Compliance, Cubist Pharmaceuticals
Lauren K. Roth, Assistant General Counsel, PhRMA

MODERATOR: **Thomas Sullivan**, Editor, Policy and Medicine

The Physician Payment Sunshine Act, signed into law as part of the 2010 Patient Protection and Affordable Health Care Act, requires manufacturers of drugs, medical devices and biologics to report certain payments and items of value given to physicians and teaching hospitals. This includes payments for research, travel, honoraria and speaking fees, meals, educational items like textbooks and journal reprints.

The Centers for Medicare and Medicaid Services will make this information public on a database on its website, sometime after September 30, 2014. In a recent survey by Medicaid Management Information Systems and Healthcare Data Solutions, 21% of physicians said they would sever their relationship with a company that reported inaccurate information about payments or transfers of value if disclosed to the public, and 43% admitted this would affect their ongoing relationship with industry.

This program convenes a panel of seasoned experts to share their views on how this law will potentially impact provider relations for the biopharma industry and what companies need to do to prepare for it. The panel will also be joined by a physician who will speak candidly about his concerns about engaging with biopharma companies in activities that are deemed reportable under the Sunshine Act.