

Trends in Corporate Compliance: *The Corporate Perspective*

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Industry – Academia relationship is a must

- Advance innovation to deliver better care
- Develop long standing relationships to learn needs
- Provide proper training and education of product

Trends in Compliance



- Complexity and focus increasing

- Federal / State / Customers / Companies
- From Product to Advertising Compliance

- Visibility increasing (example of FCPA)

- Since 2005 more cases about corruption than past 28 yrs
- In 2009 alone 3 cases with \$600M in fines
- In 2010 more than 100 investigations underway

- Can be a Sustainable Competitive Advantage



Good or Bad?

- Drives equality of measures
- Drives transparency and honesty
- Drives common language on partnership

...will build STRONGER relationships

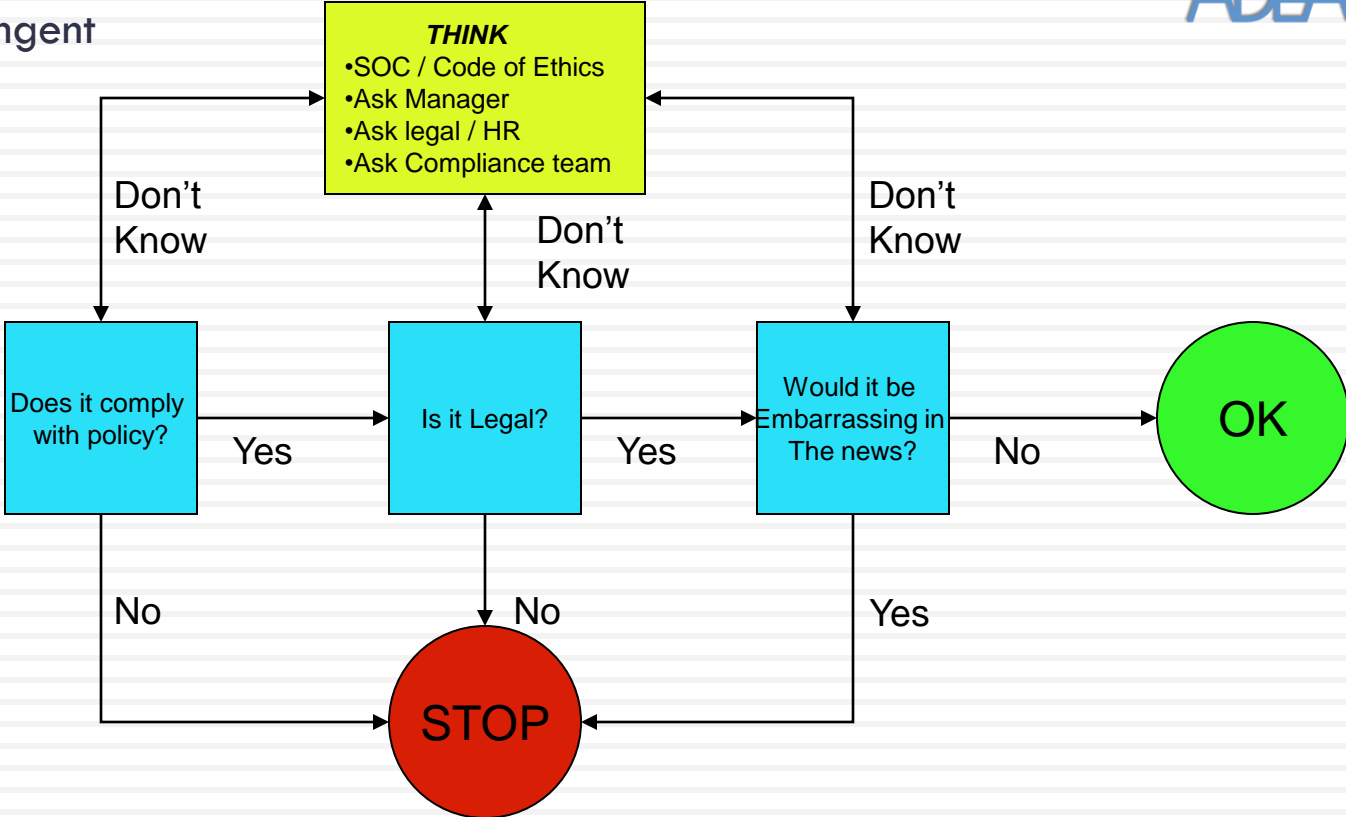
How corporations are handling?

- Process Changes / Improvements
 - Staffing – People with Experience & Judgment in these areas
 - Intense internal oversight and audit
 - Examining Relationships More Closely
 - Enforcing rules internally
 - Driving a culture of compliance internally

We must work together

Best Practice:

Keep it Simple...but Stringent



Summary Thoughts...

- The 'trend' is here
 - Partner only with those that follow the rules – too much at risk

- Keep it simple but stringent - lower levels in Org **MUST** know

- Transparency is good - will build Trust

Thank you.