

For Immediate Release

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MEDPOINT CEO DISCUSSES THE SUNSHINE ACT AT ADVISORY AND SPEAKER CONFERENCE

Evanston, Illinois – Bill Cooney, CEO of MedPoint Digital, presented at the *3rd Effective Advisory Boards & Speaker Program Management* conference on June 6, 2011, in New Brunswick, NJ. His topic was “Evolving Speaker Programs for the New Regulatory and Ethical Environment” and he focused on the implications of the looming Physician Payment Sunshine Act (PPSA).

According to Cooney, “Pharma companies must recognize that the implications of PPSA extend far beyond compliance with reporting requirements. It is first and foremost an issue of managing public perception, which has been a growing problem for the pharma industry.”

“The PPSA will introduce unprecedented transparency on several hundred-thousand non-monetary transactions, or ‘transfers of value’ (TOV) that occur every year between industry and US physicians,” says Cooney. “This will provide the public and media with granular data on every in-office meal and sponsored dinner. The politicians who passed this Act are hoping to give Pharma a public lambasting.”

He added, “Pharma companies need to recognize the risks posed by PPSA and consider reforming marketing practices that incur significant TOV. If not, Pharma is walking into an ambush that we can see coming. ”

MedPoint Digital provides technology services so medical marketers can migrate proven marketing activities into new digital channels. This includes custom digital platforms for speaker programs, speaker training and medical advisory boards.

“Pharma companies must transition to alternative marketing channels that incur lower or no dining, travel and similar TOV,” said Cooney. “That includes websites, webconferences, ePortals, social media, mobile apps and other digital platforms.”

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About MedPoint Digital

Headquartered in Evanston, Illinois, MedPoint Digital provides specialized digital services to the global bio/pharma industry. Since its founding in 1990, MedPoint Digital has become an acknowledged innovator of digital channels and platforms, including pioneering services in virtual meetings, online modules, and custom ePortals. Today, MedPoint Digital incorporates divisions serving the special needs of medical product marketers and clinical research programs, offering its clients a wide array of digital solutions for mission-critical activities. For more information, contact Bill Cooney, CEO, at 1-847-869-4700, or bill.cooney@medpt.com, or visit www.medpt.com.