



## PRESS RELEASE

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**For immediate release**

### **Publicis Strategic Solutions Group Senior Leaders to Present “Off-label Promotion vs. Scientific Exchange”**

**Lawrenceville, NJ—February 9, 2010**—Two members of the Publicis Strategic Solutions Group (PSSG) leadership team—Richard Lev, JD, PSSG Chief Compliance Officer, and Robin Winter-Sperry, MD, President and CEO of Science Oriented Solutions—will be the featured speakers in a 90-minute Thompson Interactive audio conference on Thursday, February 25, 2010. The conference, “Off-label Promotion vs. Scientific Exchange: Ensure Effective and Compliant Medical Affairs Communication,” will be held from 1:00 pm to 2:30 pm ET.

This program will address several key compliance issues:

- The legal difference between scientific exchange and off-label promotion
- The red flags FDA looks for in identifying non-compliance in off-label information dissemination
- Evaluating your medical affairs compliance plan
- Tactics to monitor compliance
- How to know if you are over-complying at the expense of valuable scientific exchange.

Individuals who will benefit from this audio conference include compliance officers, executive management, general/corporate counsel, regulatory/legislative affairs professionals, risk management specialists, medical science liaisons (MSLs), strategic planning and business development staff, and training personnel.

This program has been pre-approved by the Regulatory Affairs Professionals Society (RAPS) as eligible for up to 1.5 credits towards a participant's Regulatory Affairs Certification (RAC) recertification upon full completion. For more information, eMail Robin Winter-Sperry at [r.winter-](mailto:r.winter-)

[sperry@ScientificAdvantage.com](mailto:sperry@ScientificAdvantage.com) or visit the course information site at <http://www.thompsoninteractive.com/site/offer.jsp?promo=FDAR3JC0&priority=FKYG54657>.

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**For business inquiries, please contact Chris Dowd, EVP Business Development, at (609) 896-4764 or email [Chris.Dowd@pSellingSolutions.com](mailto:Chris.Dowd@pSellingSolutions.com).**

#### **About Science Oriented Solutions**

Science Oriented Solutions (SOS), a member of Publicis Strategic Solutions Group, is the preeminent provider of contract domestic and international MSLs. Science Oriented Solutions has established a strategic partnership with Scientific Advantage, a medical affairs consulting, drug information, operations, and training firm, to offer the industry's first one-stop, innovative, and most comprehensive package of medical affairs services. Together, Science Oriented Solutions and Scientific Advantage provide contract MSLs, medical information support, and medical affairs consulting, training, and strategic operations management to pharmaceutical, biotechnology, and medical device companies. Website: [www.scienceorientedolutions.com](http://www.scienceorientedolutions.com)

#### **About Publicis Strategic Solutions Group**

Publicis Strategic Solutions Group (PSSG), a member of Publicis Healthcare Communications Group, aligns several high-performing Publicis message delivery companies under one cohesive leadership team. PSSG provides a comprehensive array of multichannel message delivery solutions—from field teams to virtual representatives, and from speaker bureau management to sample compliance. More important, PSSG provides the power and intellect to create and implement a flexible, highly customized message delivery mix designed to match any product situation from prelaunch to late life cycle.

#### **About Publicis Healthcare Communications Group**

Publicis Healthcare Communications Group (PHCG), a member of Publicis Groupe SA, is one of the largest healthcare communications groups in the world with over 2,700 employees located in 10 countries. Worldwide healthcare services include advertising, medical education, sales and marketing, and medical and scientific affairs. PHCG offers its clients a strategic partnership, a strong focus on ensuring value for their marketing spend, and exceptional performance on their assignments. Website: [www.publicishealthcare.com](http://www.publicishealthcare.com)