

**QUESTIONS AND ANSWERS ASKED ABOUT SPEAKERS BUREAU (promotional) PROGRAMS
vs.
INDEPENDENT ACTIVITIES**

Question	If it's an independent program... (Certified for CME)	If it's a nonindependent (promotional) program...
Who are the Parke-Davis Speakers Bureau Coordinators?	<p><u>Women's Health Care</u> Kathy Rutkoski Jenae Graf</p> <p><u>Alzheimer's</u> Jill Weiss Claire Maioran</p> <p><u>Hypertension and CHF</u> Maureen Baxter Lynne Froisland</p> <p><u>Epilepsy</u> Susan Montan Debbie Chaves</p>	<p><u>Loestrin</u> Kathy Rutkoski Jenae Graf</p> <p><u>Cognex</u> Jill Weiss Claire Maioran</p> <p><u>Accupril</u> Maureen Baxter Lynne Froisland</p> <p><u>Neurontin</u> Susan Montan Debbie Chaves</p>
How do I book an engagement?	Non-applicable	Please call the appropriate Parke-Davis Speakers Bureau Coordinator at 800-562-6451 to request a booking for an engagement.
What number should be given to the hospital or institution CME representative to obtain a Letter of Agreement for an independent activity?	1-800-562-6451	Non-applicable
What distinguishes an independent program from a promotional program?	<p>Parke-Davis supports the event via an educational grant and has no control over the content, speakers or any other aspects of the program.</p> <p>Physicians World Communications Group will prepare the grant contract and process the grant check request for the host institution of the independent event.</p> <p>It is the policy of Parke-Davis and Physicians World Communications Group to follow the current draft policy and guidelines developed by the FDA as well as the standards created by the Accreditation Council of Continuing Medical Education (ACCME).</p>	Parke-Davis and Physicians World Communications Group (PW) are actively involved in speaker identification, recruitment, as well as assistance with program content and other aspects of the event.

X022625

QUESTIONS AND ANSWERS ASKED ABOUT SPEAKERS BUREAU (promotional) PROGRAMS
vs.
INDEPENDENT ACTIVITIES

Page 2

Question	If it's an independent program... (Certified for CME)	If it's a nonindependent (promotional) program...
What topics?	The accredited institution selects the topic and assures that all data are fairly and objectively presented. A balanced discussion takes place on the prevailing body of scientific information.	The presentation is strictly limited to approved indications for the individual drug or product. If a question is raised by a participant that involves a non-approved indication for the product, the speaker is allowed to briefly answer the question, state that it is their personal opinion, and promptly return to the original discussion. They should also state that the product under discussion is not approved in the US for this use.
What is the role of the Parke-Davis Speakers Bureau Coordinator?	<p>The key issue is that the program is free of influence from Parke-Davis and Physicians World Communications Group. The Speakers Bureau Coordinator will ask the Territory Manager and the institution contact the following questions:</p> <p><i>Who is the host?</i> <i>What venue are they contemplating?</i> <i>Do they intend to give CME or CE credit?</i></p> <p>The Speakers Bureau Coordinator will contact the correct department at the institution, verify the name, address, CME contact, to whom the check should be made payable, and the institution's tax ID number.</p> <p>The Speakers Bureau Coordinator will send the letter of agreement to the appropriate contact at the institution, along with a W-9 form. Prior to the event, the grant check is sent to the institution.</p>	The Speakers Bureau Coordinator will take all the pertinent information regarding the event, confirm and contract the speaker and process payment for expenses and honoraria. The speaker is referred to the American Express Travel Service in Morris Plains, NJ, who will continue to handle all travel arrangements.
Can the Territory Manager deliver the grant check to the host institution?	The grant check may be forwarded to the Territory Manager, who personally delivers the grant check to the institution prior to the event.	X022626

**QUESTIONS AND ANSWERS ASKED ABOUT SPEAKERS BUREAU (promotional) PROGRAMS
vs.
INDEPENDENT ACTIVITIES**

Question	If it's an independent program... (Certified for CME)	If it's a nonindependent (promotional) program...
<p>What is the process for confirming and contracting the speaker?</p>	<p>Not applicable to a certified CME program. The institution will confirm and contract the speaker.</p>	<p>The Coordinator will request the following information:</p> <ul style="list-style-type: none"> Date and time of event The address, phone, fax and social security number of the speaker if new to the bureau Expected topic Preferred speaker with 2 alternates Audience size and specialty Nearest airport Nearest hotel and hotel telephone number
<p>What is the process for contracting the speaker?</p>	<p>Not applicable to a certified CME program. The institution will contract the speaker.</p>	<p>A W-9 form (if applicable), and a Letter of Agreement will be sent to the physician for signature and completion and then returned to PW. The Territory Manager may choose to deliver the correspondence and forms in person.</p> <p>The Speakers Bureau Coordinator will monitor the completion of these contracts and submit check requests for the honoraria and expenses.</p> <p>The Territory Manager will be updated frequently regarding the process.</p>

QUESTIONS AND ANSWERS ASKED ABOUT SPEAKERS BUREAU (promotional) PROGRAMS
vs.
INDEPENDENT ACTIVITIES

Page 4

Question	If it's an independent program... (Certified for CME)	If it's a nonindependent (promotional) program...
Can the Territory Manager suggest the speaker?	<p>Yes, but only if the institution makes the request in writing can the Territory Manager provide a list of speakers. The initiative should come from the institution, not from the Territory Manager.</p> <p>When the Territory Manager has been asked to suggest a speaker, the Territory Manager should inform the appropriate Speaker Bureau Coordinator, who will send the suggestions <i>in writing</i> to the host institution. The names and addresses of at least five (5) persons, along with their cv and what, if any, financial relationship they have with Warner-Lambert will be sent to the institution as suggestions.</p>	<p>Yes. In addition, a list of opinion leaders at the national, regional, or local level in various therapeutic areas is maintained by Parke-Davis and the Physicians World Communications Group (PW) Parke-Davis Speakers Bureau staff.</p>
What are the guidelines for the speaker?	<p>Guidelines are provided by the host institution.</p>	<p>Each speaker representing Parke-Davis will be informed in their Speaker Guideline contract that their presentation must comply with the FDA regulations regarding nonindependent programs and their talks must remain within approved labeling.</p>
Who arranges the speaker's travel?	<p>The institution should arrange to reimburse the speaker for his/her travel and lodging.</p>	<p>The speaker is referred to the American Express Travel Service in Morris Plains, NJ to arrange all travel. Tickets will be billed to the appropriate account rather than to the speaker.</p>
May the Territory Manager invite the speaker?	<p>No. The accredited institution must make these arrangements.</p>	<p>No. The Territory Manager may suggest a speaker. The Speakers Bureau Coordinator will request and confirm the speaker's engagement and follow-up with the appropriate contract and correspondence. The Territory Manager will receive copies of all speaker correspondence.</p>

X022628

QUESTIONS AND ANSWERS ASKED ABOUT SPEAKERS BUREAU (promotional) PROGRAMS
 vs.
 INDEPENDENT ACTIVITIES

Question	If it's an independent program... (Certified for CME)	If it's a nonindependent (promotional) program...
Are restaurants and hotels acceptable program locations?	Only if the accrediting institution wishes to have the program at a restaurant. All arrangements must then be handled by the institution.	Yes.
May the Territory Manager decide what the honorarium should be.	No, the institution makes the decision.	<p>Yes. The Territory Manager, based upon standard guidelines, may determine the amount of the honorarium.</p> <p>The honorarium check is requested by the Coordinator and printed 4 weeks prior to the event. It is then mailed to the Territory Manager with a thank-you letter, expense report, critique, and postage-paid return envelope. The Territory Manager can personally deliver the check prior to the program.</p>
May the Territory Manager and/or speaker invite participants, without involving the institution?	No. The institution is required to handle invitations and the list of attendees.	Yes.
If a program is held at a restaurant or hotel, can the Territory Manager make the arrangements and pay the bill?	No. This must be handled by the site Coordinator for the accredited institution.	Yes.
May product-specific promotional materials be distributed by a Territory Manager at the event?	No.	Yes, provided full prescription information accompanies the materials, with preapproval by ARC.
Can a Territory Manager fill out a institution site registration form for the institution and determine the educational objectives of the program?	No. The director of medical education or appropriate institution department head must complete the site registration form. If a department head completes the form, the institutions CME department must be informed.	<p>Yes.</p> <p style="text-align: right;">X022629</p>

**QUESTIONS AND ANSWERS ASKED ABOUT SPEAKERS BUREAU (promotional) PROGRAMS
vs.
INDEPENDENT ACTIVITIES**

Page 6

Question	If it's an independent program... (Certified for CME)	If it's a nonindependent (promotional) program...
May the Territory Manager collect, sign in participants, or have access to the sign-in sheets?	No.	Yes.
May the Territory Manager pick up the speaker at the airport, bus, or train station, etc?	No.	Yes.
May the Territory Manager take the speaker out to dinner?	No.	Yes.
May the Territory Manager provide prepared materials (such as slides or handouts) to the speaker?	No.	Yes. All materials must be approved by the ARC..
May the Territory Manager assist in minor logistical matters, such as running the slide projector?	Only at the request of the accredited institution.	Yes.
May the Territory Manager pay the registration fee for a physician attendee?	No.	No.
May the Territory Manager actively participate in the meeting?	No, but the Territory Manager may attend the meeting as an observer.	Yes.

X022630