

## eCommunications Monitoring and Audit Solutions for Pharma

The exploding growth of corporate data volume and sources, rise in regulatory oversight, globalization of workforces and operations, and increasing use of third-party vendors and suppliers presents new compliance challenges—and risks—for pharmaceutical companies. Now, you have the opportunity to detect and resolve issues early on.



### Benefits

- Flexibly deploy our services for active compliance matters or proactive mining and monitoring of data
- Identify hidden and emerging risks to minimize or avoid costly litigation
- Enable data reuse that reduces the need for duplicative data review efforts across the company
- Integrate our services with any enterprise or cloud system that can extract text and metadata
- Accelerate remediation

### Proactively Detect Your Organization's Risk

Most pharmaceutical companies face challenges in meeting the myriad regulatory requirements, ranging from off-label marketing, Sunshine Law reporting and “good company” documents to minimization of safety and disparagement of patient populations. Penalties can range from civil liability under the False Claims Act to criminal investigations, litigation, and loss of brand value.

Pharmaceutical companies have enterprise risk management and compliance processes—but there are still sources of unmonitored and untapped risk. Evidence of fraud and malfeasance increasingly resides in unmonitored internal electronic communications—email, chat and social media, to name a few—between employees, and communications with clients, vendors, and other third parties.

To protect your company and your brand and steer clear of an enforcement action of Corporate Integrity Agreement, you need the right combination of data analytics, prevention tools and expertise to pinpoint the electronic communications indicative of untapped risk.

### Conduent Solutions

Conduent's electronic communications monitoring and audit solutions enable companies to evaluate real risks and plan the appropriate actions by detecting and pinpointing potential compliance infractions and “bad actor” communications before they turn into liabilities. Whether providing insight on a look-back or real-time basis, our comprehensive analysis of flagged areas of risk help legal, compliance, risk and audit make informed decisions.

### eCommunications Monitoring

Our eCommunications monitoring services provides actionable insights into email and other server-based communications to help clients address high-risk issues at the formative stages. We target clear indicators of risky behavior, non-compliance or malfeasance based on client areas of concern, whether one or multiple issues. Our service is designed to mitigate risk while protecting the individual employee by flagging only phrases and concepts that indicate increasing risk rather than “reading” all employee communications.

### eCommunications Auditing

For areas or issues of less immediate concern, we deliver actionable insights into company data on a periodic basis, such as monthly or quarterly, with a deep analysis of a broad range of compliance issues that require a complex and extensive search—such as a highly technical issue or areas that require unique industry knowledge—across multiple communication and data stores.

Our big data analytics platform aggregates company data from many sources, identifying key document facts and trends, which are stored in a single, security repository in Conduent's global ISO 27001 data centers.

### **Client Portal: Actionable Insights into Risk**

Our solutions offer client insight into areas of potential risk via a web-based client dashboard:

- Summaries of risk areas found in email and other communications
- Holistic insights such as: patterns in communication behaviors, message between employees and departments, recipient patterns by business units, company product references, off-shift communications, communications with competitors, employee and manager communication patterns and recipient type
- Insights into additional criteria, customizable by client, such as information from client HR systems
- Visualizations to quickly view the important areas to act on, and include heat maps, concept clouds, time series analysis, recipient volumes, risk scores, color-coding—for example, by department such as oncology, payment agency, reimbursement, marketing, or sales, and scatterplot charts
- Clear identification and reporting of documents flagged for specific conditions
- A document viewer providing users the ability to inspect in scope communications enabling real-time decision making on key issues

### **Our Approach**

Our compliance solutions utilize our proprietary big data analytics and review platforms, combined with the expertise of our in-house data scientists, compliance, review and subject matter experts, and subject matter experts within our client organization.

Our big data analytics platform aggregates company data from many sources, identifying key document facts and trends, which are stored in a single, security repository in Conduent's global ISO 27001 data centers. Based on client priorities, we identify areas of highest risk, develop algorithms and model and test the data, identify emails or other data indicating potential risk, and deliver the subset of data—often less than 1% of the starting population—warranting review and possible remediation by the client.

**For more information on Conduent Legal and Compliance Solutions, visit us at:**  
[www.conduent.com/legalsolutions](http://www.conduent.com/legalsolutions), or call 877.273.3887



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