



PharmaCodes Compliance Launches

ECTA[™]



PharmaCodes Compliance, one of the first companies to offer pan European marketing compliance training, are launching their “European Compliance Trained Agency” (ECTA) scheme.

We have been successfully providing European training in compliance for a number of years. In the past the uptake of these courses was mainly from the pharmaceutical industry, however more recently our client base has expanded to include both communications and full service agencies.

It is becoming increasingly important for UK based agencies to have an up to date knowledge of both the ABPI Code of Practice and other national Codes that operate across the European region. In fact many pharmaceutical companies are making it a contractual requirement that agency staff are compliance trained on a regular basis. To address this issue, and in response to requests from our clients, we have developed the “European Compliance Trained Agency” (ECTA) Membership Scheme.

Who is eligible to join ECTA?

Agencies that have received training from PharmaCodes Compliance during the past year or are about to receive training from PharmaCodes Compliance will be eligible to join ECTA (terms and conditions apply).

Benefits of the scheme

- The scheme is flexible and cost effective for all sizes of agency
 - the most cost effective approach for small agencies may be to attend our open courses prior to membership
 - larger agencies may find the “in-house” training option most suitable. In-house training is tailored and priced according to the agencies individual requirements
- All training materials used are accredited for Continuing Professional Development by an external CPD agency.

Contact us for further details and fee structure.

Special rates apply for small and single person agencies.

Benefits of membership

- An ability to demonstrate your competence and awareness of European Compliance to your clients. Including an Agency Certificate of Membership and Certificate of attendance for all trained staff.
- Permission to use the ECTA logo on your Agency website, advertisements and business proposals.
- Discount on fees for attendance at “Compliance, Codes and Communications Forums” where ABPI Cases published in the preceding few months will be discussed along with any topical issues from Europe. The Forums will be held in Oxford and, if there is sufficient demand, also in Macclesfield. The Forums can be upgraded to “in-house” agency meetings for an additional fee.
- Access to the “members-only” area of our website where compliance current awareness content is available. Initially this consists of PowerPoint presentations summarising PMCPA case rulings from December 2010 onwards and any learning points that may be derived from them. In future we plan to increase the amount of other compliance information available in this area.

Terms and conditions apply