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## **Compliance Consulting Firm Launches Sales and Marketing Pharma Compliance Exchange (PCX)**

PHILADELPHIA, PENNSYLVANIA - Compliance Implementation Services (CIS), a pharmaceutical consulting firm based in Philadelphia, PA and Raleigh, NC, is pleased to announce the launch of its newest product, the Sales & Marketing Pharma Compliance Exchange (PCX).

The Sales & Marketing PCX was developed by CIS as a single source for accessing regulations that govern activities concerning drug advertising, marketing, sampling, and promotional spending in the pharmaceutical industry. In addition to federal laws and regulations, the PCX provides information at a state-level, including reporting drug thefts and losses to state boards, and reporting and disclosing marketing costs. The PCX simplifies the search by organizing the content under federal topics, state topics, and trade associations, including Pharmaceutical Research and Manufacturers of America (PhRMA), Adva Med, and the Healthcare Convention & Exhibitor Association (HCEA).

“Pharmaceutical companies are faced with a great deal of pressure to stay up-to-date and compliant with all the laws and regulations in affect regarding the sales and marketing of their products,” said Judy Fox, Senior CIS Manager, Commercial Compliance. “We recognize the struggle by offering a solution that provides essential information for conducting compliant interactions within the industry in a single, organized location.”

In addition to serving as a reference guide, Sales & Marketing PCX subscribers are also provided with weekly updates, monthly newsletters written by CIS consultants, and a ‘Hot Topics’ section, which lists the newest regulations available on the website.

### About CIS:

Compliance Implementation Services (CIS) is a consulting firm specializing in compliance strategies for pharmaceutical companies, from Global Clinical Research & Development through U.S. Commercial Compliance and Government Programs. Founded in 2004, our deep understanding of industry laws and regulations, innovative and practical applications and custom solutions help our clients establish a “Culture of Compliance” that is both meaningful and practical.

Our experts quickly identify your exposure to compliance risks, help you develop a strategic plan, and ensure its implementation and ongoing adherence to legal and regulatory requirements.

For more information: [www.cis-partners.com](http://www.cis-partners.com)

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