

European Compliance & Ethics Institute

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Become “Invited In”

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Who Are We?

Susan Roberts

Chief Compliance Officer Hollister Incorporated
 Chief Compliance Officer Hospira Incorporated
 Chief Compliance Officer Bausch+Lomb Incorporated
 Assistant General Counsel Former Litigator
 Certified Compliance Professional US and Internationally
 Based in Chicago, Illinois, United States

Nadège Rochel

Global Compliance Manager Hollister Incorporated
 Regional Compliance Manager Hollister Incorporated
 Compliance Associate GE Healthcare
 Certified International Compliance Professional
 Based in Paris, France

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Hollister Incorporated

- An independent, employee-owned company
- Develops, manufactures and markets medical devices and services worldwide
- Patient-focused, values based company founded nearly 100 years ago with manufacturing in the US, Denmark, Ireland, India and Lithuania
- Provides products and services worldwide in over 90 countries
- Corporate headquarters in located near Chicago, Illinois

Hollister's Global Compliance Team

- Mission: Enable the acceleration of growth and protect and enhance the value of Hollister by ensuring Hollister has an effective, well-implemented Global Compliance Program that is risk-based and can withstand government scrutiny.
- 4 Dedicated FTEs

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Agenda

❖ “Become Invited In”

How to develop as individuals and as teams to enhance the perception of the Compliance Function to be:

More approachable, trusted, practical and fun – while continuing to ensure compliance.

❖ Create “Compliance Addicts”

Share enhanced trainings, communication and awareness activities that help business teams understand and follow applicable laws around the world.

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Become “Invited In”

How to Become Better Business Partners and
Not be Seen as the “Department of No”



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Become “Invited In”

Work to become an Integral Part of the Business

- Understand the business, its needs, its constraints, its reality
 - Ask questions
 - Get to know people and understand their challenges
- Spend time with the team
 - Go in the field
 - Visit your manufacturing plants, warehouses, offices
 - Be an active participant at sales and other meetings; don't just attend or just attend to present
- Build credibility and gain the trust of the business

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Become “Invited In”

Be Approachable

- Leave your door open for people to pass by and ask questions/ provide feedback
- Be available for people – even with a busy agenda
 - “Deli-counter” meetings
 - Compliance Catch-ups with leaders
- Position yourself as a point of contact for people to raise questions/concerns

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Become “Invited In”

Be a Practical Problem Solver

- Balance the outcome, push boundaries, be innovative to provide the best solutions for the business while ensuring Compliance
- Be practical – solutions on paper are not always easy to apply
- Focus on “the why” – the reasons behind your position/advice so they understand and can help with a solution

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Become Invited In

Enhance Training, Communications and Awareness Activities:

Teams Better Understand and Follow Applicable Laws and Rules

You Become Invited In

“Compliance Addicts” are Created!



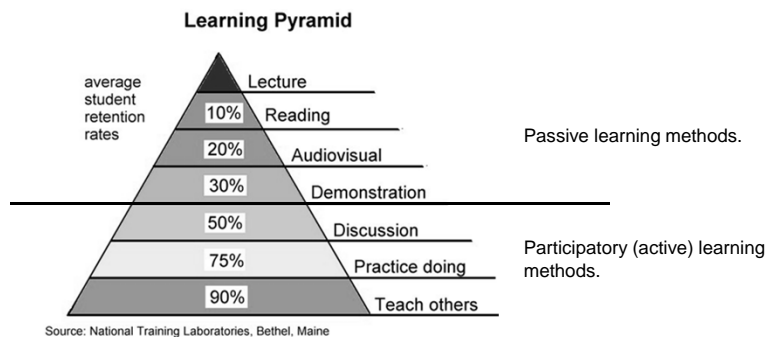
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How can you create “Compliance Addicts” with Enhanced Trainings?

- Train not just to retain facts but to change understanding and behavior.
- Use adult learning techniques and game-based learning that presents materials in a new and exciting way which increases recall and retention.

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Research has Illustrated that Active Participation in the Learning Process results in a Higher Retention of Learning and Recall.



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How can you create “Compliance Addicts” with Enhanced Trainings?

At Hollister, we’ve been successfully engaging employees with trainings for several years. Our trainings:

- Are relevant, customized, risk-based;
- Use different formats depending on the audience and type of learning;
- Require active participation;
- Are translated into local languages; and often
- Incorporate games, contests and competitions, role-play, interactive workshops, and/or real-time polling/voting devices.

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How can you create “Compliance Addicts” with Enhanced Trainings?



Sales Teams must answer the Compliance Questions correctly to increase their market share.



How can you create “Compliance Addicts” with Enhanced Trainings?



Sometimes when you do the wrong thing, you must **“Go to Jail”**



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How can you create “Compliance Addicts” with Enhanced Trainings?



Role Play – Dawn Raid Session

“Government Investigator”

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How can you create “Compliance Addicts” with Enhanced Trainings?



Teams need to fulfill the Compliance mission in 15min.
Compliance mission contains problematics they are facing within their role.

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■ VIDEO

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How can you create “Compliance Addicts” with Enhanced Trainings?



Teams need to analyze complicated compliance issues on their own because the Compliance Team has amnesia.

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■ VIDEO

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How can you create “Compliance Addicts” with Enhanced Awareness Campaigns?



Compliance Booth at Sales Meetings
Handouts, Materials, Brochures, Videos, Questions & Answers,
Friendly Competitions

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How can you create “Compliance Addicts” with Enhanced Awareness Campaigns?



One Correct Answer: Keep Calm
and Call Compliance Ribbon +
Candy

10 Correct Answers: Compliance
Champion Ribbon + Candy



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How can you create “Compliance Addicts” with Enhanced Awareness Campaigns?

■ Incorrect Answer:

Work in Progress Ribbon +

A Squirrt of American Canned Cheese (YUK!)



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How can you create “Compliance Addicts” with Enhanced Communication and Tools?

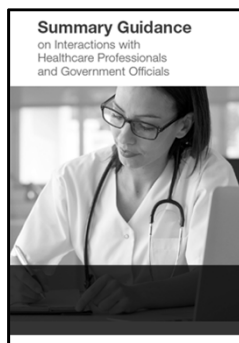
- Tools designed to help Associates do their jobs with confidence and know when to ask questions
- Relevant, customized, risk-based content
- Target audiences and delivery methods important
- Placed on mobile devices
- Tools developed in collaboration with Associates



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How can you create “Compliance Addicts” with Enhanced Communication and Tools?

- Tools designed to address Compliance challenges faced by Customers
- Relevant, customized content
- Target audiences and delivery methods important
- Tools developed in collaboration with Teams



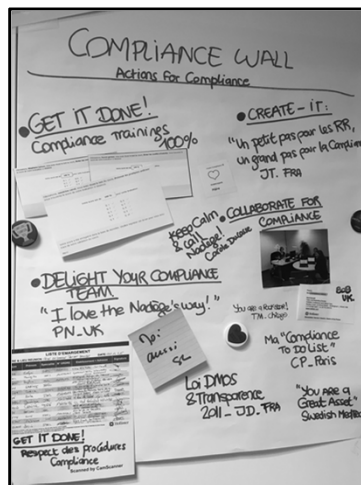
Help Teams Position Compliance as a Competitive Advantage

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How can you create “Compliance Addicts” with Enhanced Communication and Tools?

Compliance Wall

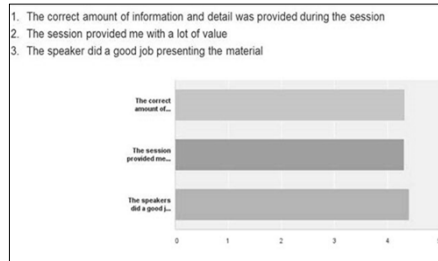
- Highlight Compliance Actions from Associates
- People want to see themselves on “The Wall.”



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This is How You Can Become Invited In

- “Thank you for giving us such a great example of creativity to support our compliance learning.”
- “Thanks for helping us win in the field.”
- “The resources will be very useful for our teams to consult.”
- “You did a fantastic job in delivering the content, the teams appreciated the active involvement.”
- “We learned a lot and it was fun!”
- Positive survey results
- “I’m so impressed the Compliance team can find it so enjoyable reading the Law and presenting it. But it works, suddenly I find it interesting too..”
- “Compliance team has to be the most enthusiastic, engaging presenter there is. She is fantastic and makes a subject that may not be so exciting very, very bearable. Well Done!!”



“We can’t wait for our next training!”

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Become Invited In!

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