

“Compliance is my responsibility.”

Situation

With the successful completion of a Corporate Integrity Agreement (CIA), a global pharmaceuticals giant was determined to elevate its culture from a focus on regulatory-driven compliance to self-motivated integrity. The transition required the company to educate and engage thousands of employees on the value of and behaviors for inculcating compliance into daily work habits and organizational DNA.

How VTLO Helped Our Client Succeed

Compliance and Corporate Communications leaders selected Vitiello Communications Group (VTLO) as their agency partner. Our goal was to create and implement a strategic framework to enable the culture change and adoption of new systems and technologies, and help translate that into actionable activities designed to support regulatory reporting. VTLO’s innovative solutions expanded the scope and influence of the Compliance organization, positioning its staffers as industry experts with the knowledge to counsel and guide colleagues, and providing resources and easily accessible tools to streamline and increase the accuracy of the everyday tasks.

Results

- Compliance leaders and staff were well equipped to evangelize integrity goals among all employees.
- Eliminated the punitive tone from compliance messaging and invited dialog with subject matter experts and those responsible for compliance reporting.
- Created new opportunities for engagement with traditionally hard-to-reach audiences in the sales field whose input is influential to successful compliance reporting.
- Employees involved with U.S. federal and EFPIA reporting were delighted with the robustness of the training and sustained communications that assisted them in adjusting to the new requirements.

**Elevating
a culture of
compliance
to a culture
of integrity.**

Contact Us

VTLO’s full-time account staff and field consultants are located in major metropolitan areas throughout the United States. Our headquarters is located at 825 Georges Road, Suite 6, North Brunswick, NJ 08902. We invite you to give us a call, email us, visit our website, and engage with us on social media.