



HCP COMPENSATION STUDY

First comprehensive benchmark analysis of actual HCP compensation fees paid by pharmaceutical companies in Germany

This study was conducted in cooperation with the AKG e.V. (registered society of German pharmaceutical industries) and reviewed by Baker & McKenzie for compliance with antitrust laws

DATA POOL

This study is based on...

- actual compensation data from 38 German pharmaceutical companies
- a data sample of more than 9400 contracts and about 9000 events in 2016 (covering speaking engagements, training seminars, consultation meetings, and Ad boards)

CONTENTS

- More than 70 graphics and tables
- Compensation data (hourly and daily rates) for speakers, advisors & chairmen grouped by medical specialty
- Criteria used for determining HCP compensation categories
- Commentary on maximum fees and travel time compensation
- Average minimal and most common payment rates
- Company statements about their compensation guidelines

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