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## The critical importance of new generation government engagement in navigating government healthcare reforms and their impact in USA, Europe, Turkey and emerging markets

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Pharmaceutical, Biotech and Medical Device companies are constantly evaluating how decisions at the US, Europe, Turkey and emerging markets are taken at the federal and state level and how it will impact provider and patient access and coverage to their therapies. To gain these critical insights, government affairs and medical affairs teams require speaking with those on the frontlines of healthcare delivery physicians, allied healthcare professionals, payers and patients. New generation government engagement and commercial diplomacy approach developed by ICG (Istanbul Consulting Group) will be provided with unique cases. Author is a global leader and seasoned expert in government engagement, commercial diplomacy, corporate communications, government affairs and medical affairs will discuss how companies utilizing government affairs and medical affairs teams should engage decision makers, payers, physicians and acquire these insights in a convenient, cost-effective and compliant manner in this current changing global regulatory landscape.