



How Global Relay Delivers Compliant Communication for Healthcare & Pharmaceutical Organizations

Government agencies such as the Department of Justice (DOJ), Food and Drug Administration (FDA), and the Securities and Exchange Commission (SEC), are turning their attention to the risks that communication data poses to Healthcare & Pharmaceutical organizations. From insider trading and off-label marketing, to data recording, retention, and operational resilience, there is increasing pressure to manage the risks that exist within business communication data. However, while these risks are ever-increasing, firms continue to use legacy or ineffective technologies as a stop-gap solution.

With 25 years of experience in recordkeeping and risk mitigation in the most highly regulated industries, Global Relay understands the risks posed to your organization and the tools you need to manage them.

Why choose Global Relay?

1. Meet mobile data retention and preservation requirements for corporate device and BYOD policies

Under the DOJ's Evaluation of Corporate Compliance Programs (ECCP), organizations are expected to capture and retain all communications made for business purposes. This requirement exists so that documents and audit trails are preserved in the event that there is an investigation or litigation.

In March 2023, the DOJ **amended its ECCP** to establish a "preservation responsibility", extending existing requirements to communications made on "collaboration and information sharing tools, even including tools that allow for messages to disappear". This means that corporations must now have solutions in place to capture **ephemeral messaging**, as well as other electronic communications. Alongside this, emerging data privacy rules, from GDPR to the CCPA, require firms to retain data for certain time periods.

In September 2024, the DOJ again **amended its ECCP** to monitor the safe use of 'bring your own device' (BYOD) programs. The amendment asks organizations using BYOD programs to assess "policies governing the preservation of

and access to corporate data and communications stored on personal devices - including data contained within messaging platforms". The DOJ expects firms to understand where all business communication data is stored - whether on corporate or personal devices. It asks organizations to have procedures in place to ensure that "communications and other data is preserved from devices that are replaced" likely in the event of lost devices or staff turnover.

Where employees are permitted to use BYOD devices, the DOJ wants to see that companies have policies to account for where individuals "transfer messages, data, and information from private phones or messaging applications onto company record-keeping systems in order to preserve and retain them". As well as having policies in place, the DOJ also wants to see that they are being enforced.

Healthcare & Pharmaceutical companies must now capture and preserve communication data across multiple channels, on personal and corporate devices, or risk criminal or civil liability.



Global Relay Connectors enable organizations to capture communication data from all channels - from email to SMS to Microsoft Teams - and archive it to meet data retention requirements.



2. Ensure good digital communication governance to boost efficiency and resilience

Digital communication governance is a critical component in any operationally resilient organization. As technology has evolved, most corporations find that their communication and business data have become disparate and housed across myriad systems. Poor data governance can result in business inefficiencies as individuals will spend time searching for data across multiple locations. This data will often be unstructured, unclear, or in different formats, leading to more time lost for staff that need to conduct investigations.

In order to ensure the efficient and operationally resilient running of business, organizations should look to consolidate all communication data in one, secure repository. In addition to structuring and storing data in one place, consolidated data archives mitigate the risk of data going missing or being accessed without authorization. Working with a single cloud service provider may also allow firms to navigate the legal aspects of data protection across different geographies, reducing administrative load.

3. Detect bad conduct and emerging risk

Communication often carries significant risk for organizations, whether in the illicit sharing of material non-public information (MNPI), the marketing of off-label pharmaceutical use, or bad conduct such as bribery, bullying, or harassment.

The DOJ's September 2024 ECCP amends asks organizations to assess "the extent to which [they] have access to data and information to identify personal misconduct or deficiencies in its compliance program". The DOJ will be looking to see whether companies can demonstrate that they are "proactively identifying either misconduct or issues with its compliance program at the earliest stage possible".

As well as misconduct, the DOJ and the FDA have made clear that they will not tolerate the use of false or misleading promotional messaging for drugs, as shown in settlements made against [DUSA](#) and [Avanir](#). The rise in social media platforms as a means of promoting pharmaceuticals increases the risk of off-label marketing, and with calls for the FDA to take action, it is likely that this will become a focus area in the coming months.

Similarly, the Securities and Exchange Commission (SEC) has charged [individuals](#) and [organizations](#) with sizeable fines for insider trading and other misconduct within the pharmaceutical industry.



Global Relay Surveillance allows organizations to monitor the corporate communications of employees and high-risk individuals. With communication monitoring tools, powered by the largest LLMs, organizations are able to be proactively alerted in the event of misconduct and are able to take action before the misconduct becomes a regulatory or criminal matter.



4. Find the data you need, when it matters most

The Healthcare & Pharmaceutical industry is not immune from regulatory and governmental investigation and is notoriously exposed to litigation from both individuals and organizations. Effective search, eDiscovery, and legal holds are required yet many aspects of litigation, and grow ever-more resource intensive as the volume of communication data increases. In the event of litigation, organizations

must ensure that they are able to find, gather, and present relevant, accurate, and complete data to investigatory bodies. Disparate data repositories and unstructured data can often act as a barrier to effective investigation responses, adding extra time to requests when every second matters.



Global Relay Archive retains all business communication data in one, secure repository. It enriches and organizes unstructured data in one, scalable cloud data store with embedded workspaces and workflows for efficient data management. Global Relay Archive has AI-enabled tools to ensure communication data is instantly searchable, logical, and useful in the event of investigation or litigation.

About Global Relay

Global Relay is the leading provider of recordkeeping and compliant communications for highly regulated industries.

Founded in 1999, Global Relay delivers services to over 20,000 customers in 90 countries. From the Global Relay App for compliant communications, through to intelligent archiving, superior data connectors, and proactive surveillance, Global Relay's integrated compliance solutions enable Healthcare & Pharmaceutical organizations to meet government requirements and remain operationally resilient and effective.

Get in touch

Secure solutions for every step of your compliance journey



App
Compliant messaging,
on any channel



Connectors
Any data type,
whenever you need it



Archive
Fully compliant,
scalable cloud archive



Surveillance
Proactive supervision
and risk management