



From complexity. To ethical clarity.

Navigate marketing regulations the Nordic way

The Nordics have complex marketing guidelines, legislation, and different ethical frameworks, making it essential to conduct a review to ensure that your promotional materials and activities adhere to local ethical codes.

LINK Medical's regulatory team consists of experienced Marketing Compliance reviewers with over 25 years of experience covering local and European promotional guidelines for pharmaceuticals (Rx and OTC) and medical devices.

Our comprehensive local regulatory intelligence process and membership in local ethical networks ensure that we stay up to date with national legislation, marketing and advertising guidelines, and local ethical codes.

**Linking your promotional material
to the code of ethics – let's connect!**

bd@linkmedical.eu



Meet our experts



Jesper holds an MSc in Pharmacy. With more than five years of experience in medical and ethical review within the pharmaceutical industry, he brings extensive expertise to the field. He provides guidance on Swedish promotional and non-promotional materials, helping ensure medical and ethical compliance. Jesper has more than 25 years of experience from different roles in the pharmaceutical industries. His experience includes non-interventional studies, Real-World Data (RWD), Real-World Evidence (RWE), Clinical Trials, and Medical Affairs. Jesper is based at the LINK Medical office in Stockholm, Sweden.

Jesper From, Marketing Compliance Manager

Mille holds a MSc in Public Health and has more than 10 years of experience in marketing compliance, including medical and ethical review, within the pharmaceutical and healthcare sectors. She advises on Danish promotional and non-promotional materials, ensuring compliance with Danish legislation, ENLI regulations, and industry codes. Her experience spans consultancy and pharmaceutical companies, supporting compliant healthcare communication across various projects and therapeutic areas. Mille is based at LINK Medical's Copenhagen office.



Mille Dam Doktor, Marketing Compliance Manager



Lene holds an MSc in Pharmacy and has extensive experience in Marketing Compliance and Regulatory Affairs. She is well versed in ethical codes, rules, and regulations related to promotional activities and materials, as well as non-promotional disease information. She conducts both medical and regulatory reviews and takes a solution-oriented approach, providing clear guidance to help ensure compliant materials. Lene is based at LINK Medical's office in Oslo, Norway.

Lene Fauske, Regulatory Manager

**15+
Experts**

**30+
Clients**

**60+
Projects**
(Incl. Congress Materials)

**1500+
Assignments**

Overview of Marketing Compliance and Medical Review Services:

A dedicated Project Manager coordinates the Nordic compliance review and serves as your single point of contact

- Healthcare compliance advice and review in accordance with the EFPIA Code of Practice, national codes, and legislations.
- Abbreviated Product Information (aPI) texts.
- Submission of materials to national regulatory authorities.
- Support with set-up, training, and validation of procedures, including SOPs and work instructions.
- Regulatory and medical review of promotional materials incl. activities in the Nordics.
- Consultancy on promotional material requirements for international congresses, sponsoring, lobbying, donations, pre-launch, digital media etc.
- Review of non-promotional materials (e.g. disease awareness).
- Training on promotional material requirements. We offer workshops, webinars, on-site training etc.
- Translation of promotional materials into local languages.

 Visit us at linkmedical.eu

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