

2015 Synergistix Users Conference

Thriving through Innovation and Partnerships



Steven A. Tarnoff

Steven Tarnoff is a pharmaceutical consultant and has been in the industry for over 25 years. Previously, he was one of the operating principals of the Franklin Group, and has specific expertise in sales force automation and the design and incorporation of Sample Accountability programs into automated systems. His primary responsibilities were divided between marketing/sales initiatives and the area of regulatory compliance. Steven specifically focused on the design, implementation and on-going administration of Sample Accountability Programs, Patient Assistance Programs and other related No Cost Goods systems for a variety of pharmaceutical companies and business units.

He is recognized by the industry and government agencies as one of the foremost process and content experts in the area of PDMA. He was also the lead management member during two FDA audits and a variety of state investigations and legal challenges. Both he and his Franklin Group colleagues have been published in several journals and are nationally recognized speakers in the area of Sample Accountability, Patient Assistance Programs, and other PDMA governed programs.

Steven was also a member of the Pharma's Patient Assistance Steering Committee and is frequently requested to present and act as a liaison directly with the FDA and law firms regarding issues and new technological applications specific to PDMA.