



# **Australian Transparency Initiative**

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GSK

# Medicines Australia (MA) Reporting Requirements

- Since 2007 MA has been required by the Australian Competition and Consumer Commission to publish the detail of educational events provided or sponsored by Medicines Australia member companies
- The transparent reporting of industry-wide data (in the MA website) represents a global precedent for the pharmaceutical industry, and one which Medicines Australia fully supports
- By publishing this information, Medicines Australia is enabling the public to better understand the nature of medical education events provided or sponsored by pharmaceutical companies, and the important role they play in the health system

# What Companies Report to MA

Summary of Events Sponsored by GSK Australia : Reporting Period Oct 2010 to March 2011

Company Name: GlaxoSmithKline Australia

Number of events held: 513

Description of function including duration of educational content delivered	Venue	Professional status of attendees	Hospitality Provided	Total cost of hospitality	Number of attendees – number only	Total cost of function
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## Summary of Events Sponsored by GSK Australia : Oct 2010

In-service on Ultiva; Raising awareness of opioid use; 1 hours education.	Mater Misericordiae Hospital, 25 Rocklands Road, WOLLSTONECRAFT NSW 2065	Pharmacist, Pharmacist technicians	Morning tea	\$21	11	\$21
Meeting with Sexual Health Physician; update on HIV; 1 hours education	Sea salt Cafe, 10 Donnellan Circuit, Clovelly NSW 2041	Pharmacist, Sexual Health Specialist	Light lunch	\$45	2	\$45
Geelong Hospital General Medicine Department meeting - case study and Avodart presented; Presentation on patient case studies - Avodart discussed; 1.5 hours education and GSK Australia was not responsible for inviting the attendees or organising the educational content	Geelong Hospital, 272 Ryrie Street, GEELONG VIC 3220	General Medicine, Registrar	Light lunch	\$345	25	\$345
Clinical Meeting with specialist presenter on COPD Assessment tool; ADVENT 4: Focus on quality of life Improvements: using COPD assessment test (CAT) in general practice; 2 hours education; 4 CME points	Bluewater Grill, Heathcote Centre, 56 Dunroalg Road, Applecross WA 6153	General Practitioner, Nurse, Respiratory/ Thoracic Physician	3 course dinner, Alcoholic and non-alcoholic drinks	\$1218	16	\$2041 Includes Venue Hire (\$191); Speaker Fees (\$632)
Presentation/Workshop: CPR Training for HCP; 1.5 hours education and GSK Australia was not responsible for inviting the attendees or organising the educational content	Eastern Medical Centre, 102 Cleeland Street, Dandenong VIC 3175	General Practitioner	Light dinner	\$315	13	\$788 Includes Venue Hire (\$188); Speaker Fees (\$315)
Respiratory Specialist Speaker Presentation; Achieving Asthma & Allergic Rhinitis Control; 1 hours education	Millione's Ristorante, 43 Old Northern Rd, Baulkham Hills NSW 2153	General Practitioner	3 course dinner	\$1680	21	\$2839 Includes AV Hire (\$403); Speaker Fees (\$756)
Journal Club; Discussion of recent Clinical Oncology publications; 2 hours education and GSK Australia was not responsible for inviting the attendees or organising the educational content	Monash Medical Centre - Moorabbin, 867-869 Centre Road, BENTLEIGH EAST VIC 3165	Oncologist, Pharmacist, Registrar, Gynaecological Oncologist	Light dinner, Juice/Water	\$125	11	\$125
Sponsorship of SEQ Endo Group / PA Hospital; Disease Management Update; 1 hours education and GSK Australia was not responsible for inviting the attendees or organising the educational content	Princess Alexandra Hospital, 199 Ipswich Road, WOOLLOONGABBA QLD 4102	Registrars	Light refreshments, Juice/Water	\$329	20	\$329
Sponsorship & brief product update Rockhampton Journal Club; Benign Prostatic Hyperplasia Management; 1 hours education and GSK Australia was not responsible for inviting the attendees or organising the educational content	Rockhampton Hospital, Canning Street, ROCKHAMPTON QLD 4700	General Medicine, Registrar, Nephrologist	Light lunch, Juice/Water	\$277	20	\$277
Oncology discussion with Medical Oncologist; Raising awareness of oncology treatment; 1 hours education and GSK Australia was not responsible for inviting the attendees or organising the educational content.	St Vincents Hospital Sydney, Victoria Street, DARLINGHURST NSW 2010	Nurse, Oncologist, Registrar,	Breakfast	\$90	16	\$90

# GSK Australia discloses payments to HCPs

- Building Trust in one of GSK's global priorities
- Increased transparency fundamental
- Australian reputation stakeholder survey (2009) revealed that compliance and ethics were the cornerstone of trust.
- GSK already discloses globally :
  - Payments to patient and community groups
  - Clinical trial results
- Disclosing payments to HCPs is the next step
  - Aggregate payments disclosed in June 2011 for sponsorships, consultancy, grants and donations paid to HCP/HCOs in 2010
  - Goes beyond the requirements of MA (sponsorship disclosure only)

## HCP Payment Disclosure

auspharmacist.net.au  
GSK to disclose payments to healthcare professionals

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## GSK to Make Details of Payment to Doctors Public

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# Response from media and government

- *“The Australian Government appreciates the willingness of GSK to increased transparency and openness by making such payments public”*. Minister Nicola Roxon
- Freelance medical journalist and industry critic, Ray Moynihan, was said to *“welcome the announcement”* and commented in The Australian that GSK’s approach was *“extremely significant”*
- In the Medical Observer article, Dr Jon Jureidini from Healthy Scepticism said he *“welcomed greater transparency”* and that GSK had *“set the bar for other companies”*
- Journalist Raymond Bange, said in comment *“I can but applaud this decision and trust that other companies will follow this”*

# General Response

- Embraced by industry critics
- Positive letters from stakeholder and reports by media
- Letter of congratulations from Federal Health minister



# Aligning with UK Association of British Pharmaceutical Industry (ABPI) Code

- The revised ABPI code is effective from January 2011
- The disclosure requirement under the 2011 code is to capture 2012 data for disclosure within the first quarter of 2013 financial year
- The required disclosure is at an aggregate level of payments to and benefits in kind to HCP's and HCO's





**Thank You**