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WHAT IS PHAP?

- A group of pharmaceutical companies engaged in extensive R&D to discover breakthrough treatments and provide access to quality medicines that save peoples' lives.

MEMBERSHIP

- Made up of 52 member companies, both local & multinational.
- Founded in 1946, these include companies engaged in research-based companies, generic companies, pharmaceutical distribution and marketing companies, medical devices manufacturers, health research companies, over-the-counter pharmaceutical manufacturing companies and pharmaceutical retailers.

GOALS & PRINCIPLES

GOVERNING PRINCIPLES

- Good governance
- Management needs review
- Manage stakeholders' relations such as Promo Program

PHAP GOALS

- Foster good governance
- Review and update Ethics Code to adhere to international standards
(IFPMA, The Mexico City Declaration, etc.)

PHAP ETHICS COMMITTEE ENFORCEMENT

- Formulate, promote and demonstrate adopted Code
- Make Code a living instrument to support ethical, promotional and monitoring activities
- Adjudicate cases and enforce Code

STRATEGIES

ADVOCACY & TRAINING

PHAP Awareness Campaign with Medical Associations/Societies

Phil. Medical Association

Philippine College of Physicians

Philippine Society of Ophthalmology

Hospital Pharmacists Association of the Philippines

Medical Doctors, Marketing & Sales people or member

Pharma Companies, NGOs, Academe

STRATEGIES

Internal Training Workshops

Conducted/Organized Code-related training sessions:

12 sessions in 2005 with 556 participants

8 in 2006 with 572 participants

6 sessions in 2007 with 302 participants

6 in 2008 with 362 participants

A Venn diagram consisting of three overlapping circles. The top circle is labeled '2013 PHAP CODE'. The bottom-left circle is labeled 'IFPMA Code'. The bottom-right circle is labeled 'Mexico City Principles'. The circles overlap in the center and at the intersections between pairs of circles. The background features a large, faint, light blue circular graphic with a red segment on the left side.

**2013 PHAP
CODE**

**IFPMA
Code**

**Mexico
City
Principles**

PHAP's Ethical Advocacy continues over the years:

The Mexico City Principles

For Voluntary Codes of Business Ethics in the Biopharmaceutical Sector

Worked with stakeholders for adoption of the MCP

- PHAP members
- Government (DOH & FDA)
- Medical and Specialty societies (PMA)
- Non-PHAP Members (PCPI & IFPMA members)



Active participant and collaborator

- Represented the industry in all IFPMA conventions
- Took measures to align the PHAP Code with the IFPMA Code and MCP
- Strongly collaborated on IFPMA Code administration in the Philippines through the PHAP Ethics Committee



Reviewed and Strengthened the PHAP Code

- 2013 PHAP Code released. Implementation effective June 01, 2013
- Engaged more members in the review of the Code
- Ambiguous provisions clarified
- Strengthened administration of the Code

What is The PHAP Code of Practice?

- The Pharmaceutical and Healthcare Association of the Philippines (PHAP) as a member association of **the International Federation of Pharmaceutical Manufacturers Associations (IFPMA)** adopts in full and aligns with the Expanded Code of Practice of the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) and the **Mexico City Principles for Voluntary Codes of Business Ethics in the Biopharmaceutical Sector**.
- It incorporates local requirements and practices in relation to registration; labeling and scientific claims approved by the Philippine **Food and Drug Administration (FDA)**.
- PHAP and its members are committed to educational and promotional efforts that benefit patients as well as programs and collaborations that enhance the practice of medicine.



PHAP Member Companies

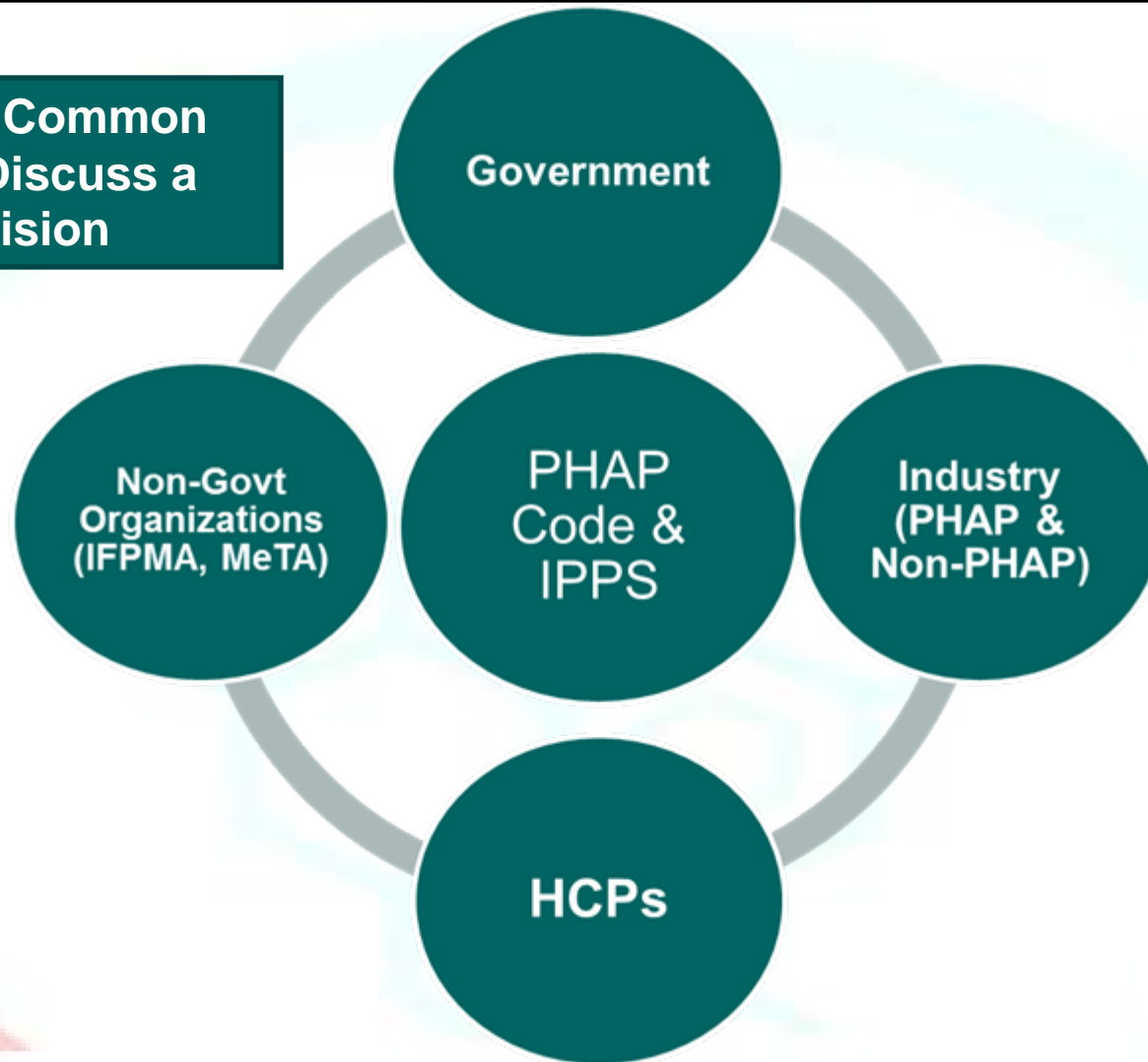
Key Alliance with MeTA



The Philippines is one of the 7 pilot countries (along with Jordan, Peru, Kyrgystan, Ghana, Uganda and Zambia) of Medicines Transparency Alliance (MeTA) involved in developing health sector reforms. MeTA Philippines continue to look into technical issues like improving supply chain performance, fighting corruption and proliferation of fake drugs and improving purchasing practices.

SUSTAINING THE GAINS THRU STRONGER ETHICAL COLLABORATION

Creating A Common Venue to Discuss a Common Vision



What PHAP wants to achieve:

- Further motivate members to adhere to the Codes (IFPMA, PHAP, MCP)
- Level the playing field between PHAP and non-PHAP members
- Demonstrate to stakeholders, esp. the HCPs the global trend towards regulation of the industry through ethical business practices
- Assist in the full implementation by the government of the MCP



Thank You!