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In 1993:

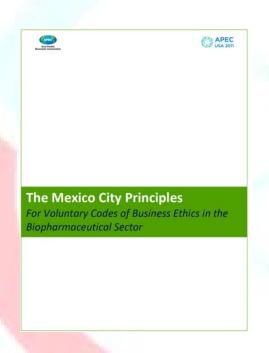
PHAP has established its own Code.

Since then, adherence to the Code has become a requirement for membership.

Major Changes in the Promotion & Implementation of the PHAP Code of Practice



In 2011, the Mexico City Principles was approved signed by 23 heads of State during the Asian Pacific Economic Cooperation. Philippines was one of the signatories



Sends a strong message that unethical promotion is "hurting" business rather than improving it

Encouraged collaboration with civil societies such as Medicines Transparency Alliance, medical societies and the government

FDA adopted the MCP in September 2013 and is working on the IRR to level the playing field

Headways



Independence of the Ethics Committee

Before:

EC was composed of GMs of companies

Now:

Independent and credible professionals from various fields

Hence, PHAP and its member companies were able to **strengthen relationship** and **credibility** with various industry players including the government. PHAP **earned the respect** of the stakeholders.

Ongoing Initiatives

Web posting of case rulings

Members continue to send inquiry before implementing programs, etc.

Information Campaign thru Media

Today's challenge is to even the playing field among pharmaceutical companies.

Hence, current healthcare landscape, a more educated and empowered consumer pressure on social healthcare systems calls for the adoption of a universally accepted standards based on strong scientific and transparent approaches in marketing of pharmaceutical products.

