



FORUM ON ETHICAL BUSINESS PRACTICES IN THE HEALTHCARE SECTOR

FOSTERING INTEGRITY AND GOOD GOVERNANCE IN THE HEALTHCARE SECTOR



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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



No Golf

No sponsorship
of CMEs in
resort and
casino venues

No Gifts

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



Commitment

- Top Management
- Member Companies

Engagement

- Members review of the Code (TWG)
- Online training program thru Integrity & Proficiency Program for Pharmaceutical Industry
- Code is also online. EC rulings posted.

Consultation & Dialogues

- Government thru DOH, FDA
- Non-government : MeTA, HAI
- Medical & Specialty Societies (PMA, Board of Pharmacists, etc.)
- Media

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.



The End