

Code of Practice

Key Changes



IFPMA

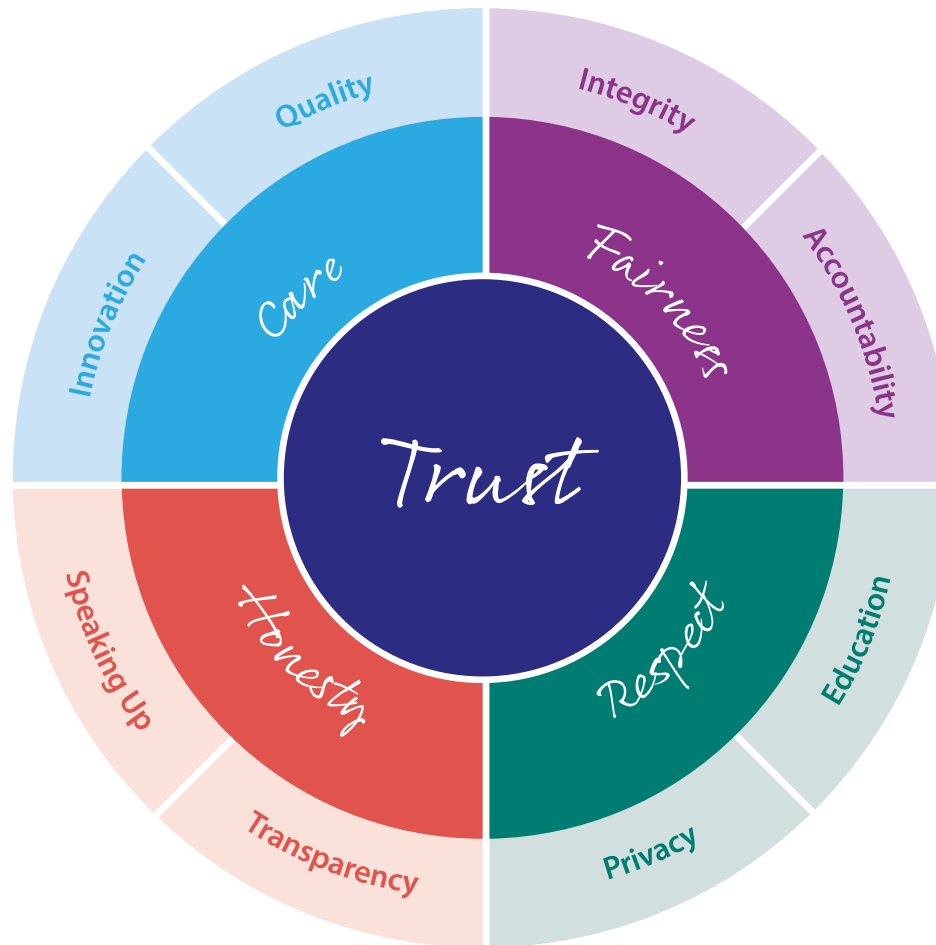
2019

Update on the Revised IFPMA Code, the APEC Code and Other Pharma and Med Device Global Codes
Eighth Asia Pacific Pharmaceutical and Medical Device Compliance Congress

SHANGRI-LA HOTEL, SINGAPORE
10 September 2018

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Association of Voluntary Self-Regulation for the Pharmaceutical Industry ("FSA")
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The IFPMA Ethos puts trust at its center



Gifts and other Items to HCPs (section 7.5)

→ **Added general spirit to chapter 7.5:**
“Items in this section, where permissible, must never constitute an inducement to prescribe, recommend purchase, supply, sell or administer a pharmaceutical product.”

→ **Ban on Gifts:** Gifts for personal benefit already banned since 2012 but as of January 2019, no more exceptions, i.e. cultural courtesy gifts (e.g. mooncakes, condolence payments) also prohibited.



Gifts and other Items to HCPs (section 7.5)



Added clarification: “gifts, whether provided directly or through clinics and institutions”.



Aligned IFPMA Code to member association codes such as EFPIA and PhRMA where a ban has been in force for several years (gifts and promotional aids).



Ban on Promotional Aids (for Rx-based medicines)

- **Non-monetary reminder items: *Examples:*** post-its, mouse pads, calendars, plasters etc.
- 2012 Code allowed if relevant to the practice of the HCP, but now full ban in relation to the promotion of **prescription-only medicines.**

Please communicate to your marketing teams (to manage stock & production)



However excluded for:

- The promotion of over-the-counter medicines if relevant to the practice of the HCP.
- Pens and notepads at company organized or third-party events (only company branded, of minimal value and in the necessary quantity for the purpose of the event).

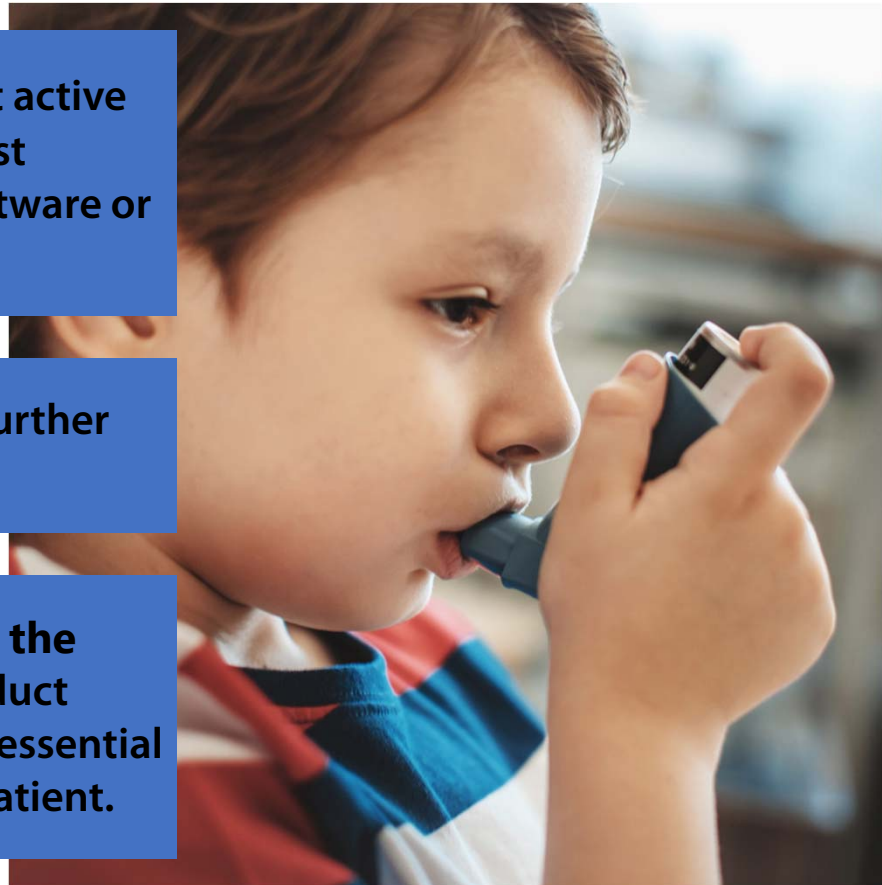
Covered in new Q&A

Items of Medical Utility

→ **Examples:** inhalation devices (without active ingredient) or devices intended to assist patients to learn how to self-inject, software or mobile apps (e.g. BMI calculator).

→ **Already restricted in 2012, but now further clarified.**

→ **Items of Medical Utility can include the company name, but must not be product branded, unless the product's name is essential for the correct use of the item by the patient.**



Items of Medical Utility



Such items may only be offered if:

- They are of **modest value**
- They are **not expected** to be supplied by the HCPs themselves or their employers i.e. for routine business practice (e.g. stethoscopes, surgical gloves, blood pressure monitors and needles)
- They are **beneficial** to enhancing the provision of medical services and patient care
- They are **not offered** on more than an occasional basis, even if each individual item is appropriate.



Informational or Educational Items that enhance Patient Care

→ **New section under chapter 7.5 “Gifts and other Items to HCPs”.**

→ **Such items may be provided to HCPs for their education or for the education of patients, provided that the items are primarily for educational purposes and do not have independent value.**

Examples:

Scientific books, journal subscriptions, memory sticks with educational data.

- **Memory sticks pre-loaded with educational or informational data** may be appropriate if the storage capacity is commensurate with the materials provided.
- **Tablet computers have independent value to a HCP** and must not be provided, even if they could also be used to deliver education to patients.

Informational or Educational Items that enhance Patient Care

- Can include the company name, but must not be product branded, unless the product name is essential for the correct use of the item by the patient.
- The value of books and subscriptions must be reasonable. Other informational or educational items must be of **modest value**.
- Consider the cost as well as the overall benefit to an individual HCP in a given year.

