



From Code Compliance to Ethics and Business Integrity

IFPMA keynote speech to International Pharmaceutical
and Medical Device Compliance Congress
17th of May, 2017, Lisbon

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Our role



IFPMA



“A single point of contact connecting people and organizations on pharmaceutical and global health issues”

Engaging with United Nations and International Organizations



World Customs Organization
Organisation Mondiale des Douanes



World Health
Organization



THE WORLD BANK
IBRD • IDA



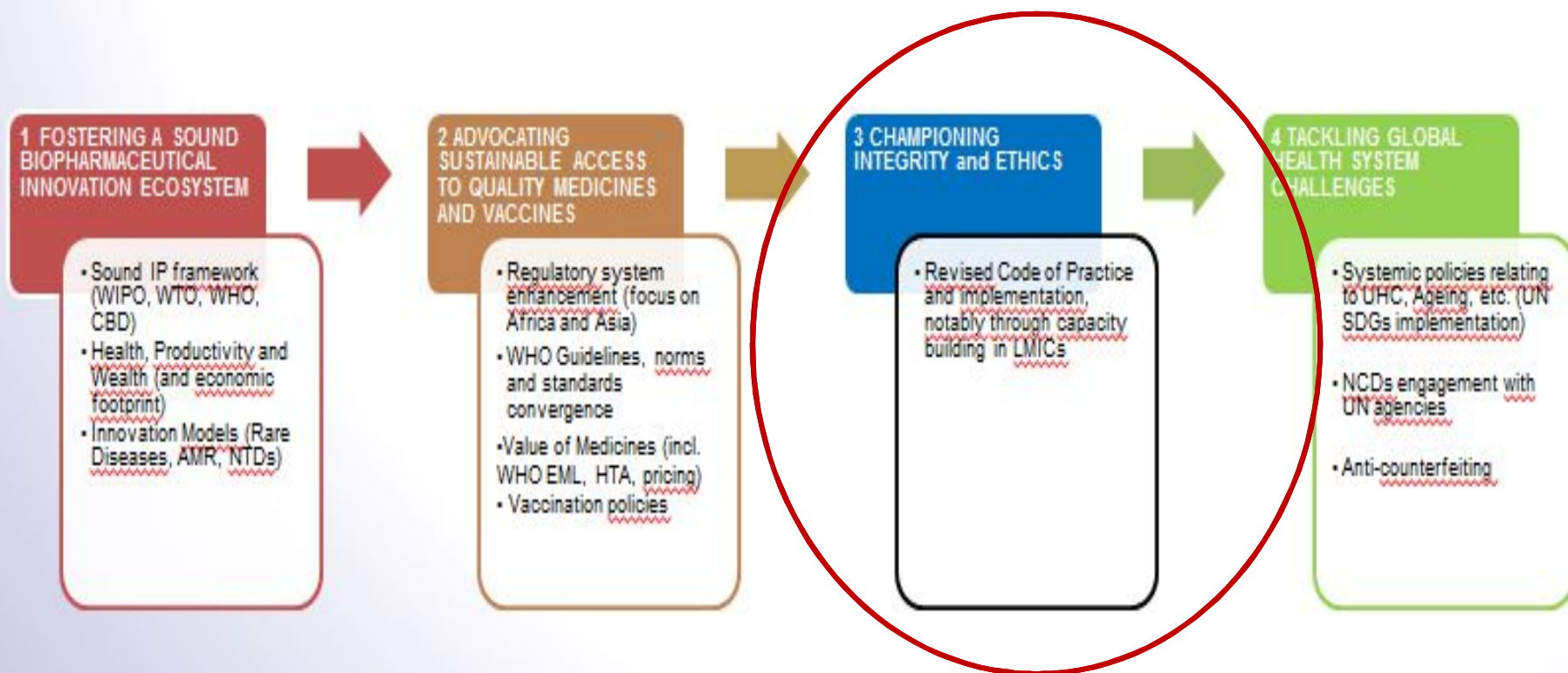
UNAIDS



Bridging between industry and global health community



Our Focus Areas 2017-2018



Championing Integrity and Ethics



- **Industry has made significant efforts in ensuring compliant business practices in its marketing and promotion interactions with its key stakeholders. Compared with other industries, Pharma has regulated itself beyond the existing laws.**
- **Evolving business models, changing regulation and legislation and shifting community expectations urge the industry to demonstrate its commitment to, and to be seen to be operating by highest ethical standards.**
- **The industry should be a LEADER of the ethical debate and a DRIVER of the changes in the compliance model.**

From CCN
to eBIC

Championing Integrity and Ethics



- **A robust Code together with tools and support services to translate it into practice (capacity building, workshops, presentations at forums) will help maintain the industry's proactive role in driving ethical standards. In 2016 it was recommended for the Code to be revised and improved to better reflect the biopharmaceutical's holistic footprint. Guiding Principles and the Code are currently under review.**
- **Training and communication are key**
- **Both member Associations and Companies have a major role to play to enhance the promotion of ethical behaviors, and a dedicated working group at IFPMA is looking at this topic.**

Championing Integrity and Ethics



- Without IP you don't get anywhere, but the same is true for reputation.
- Trust is basis of reputation and essential for innovation.

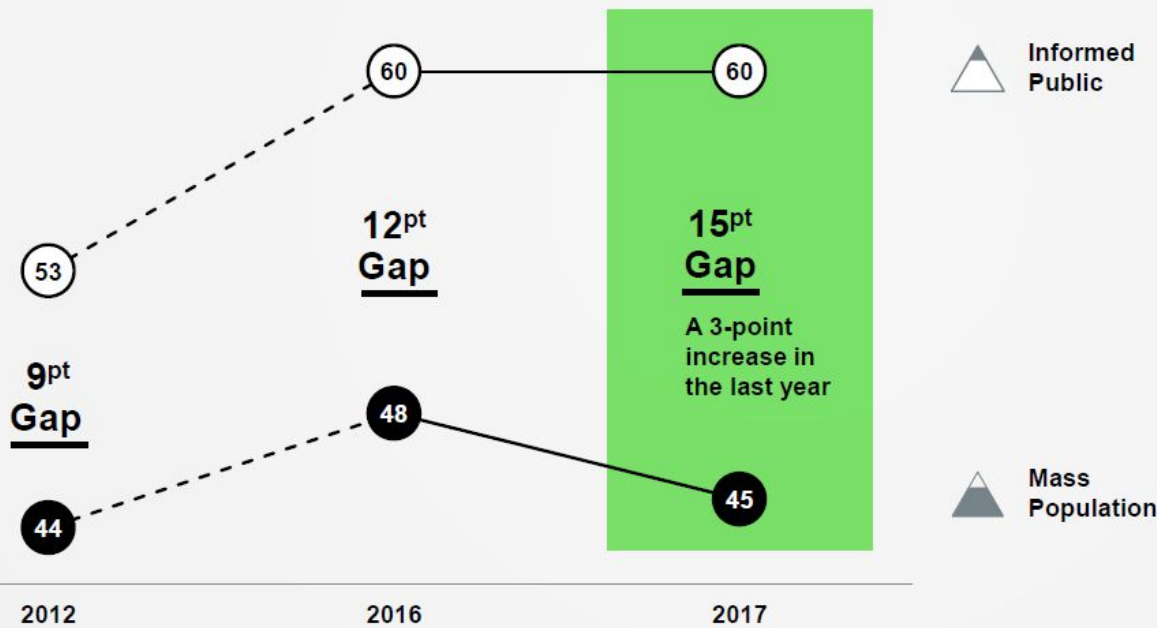


Crisis in Trust

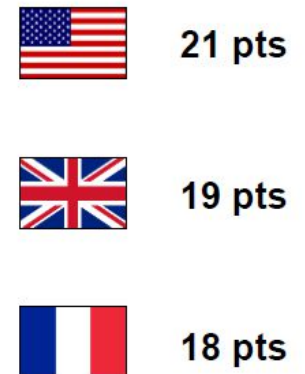


2017: Trust Gap Widens

Percent trust in the four institutions of government, business, media and NGOs, 2012 to 2017



Largest Gaps

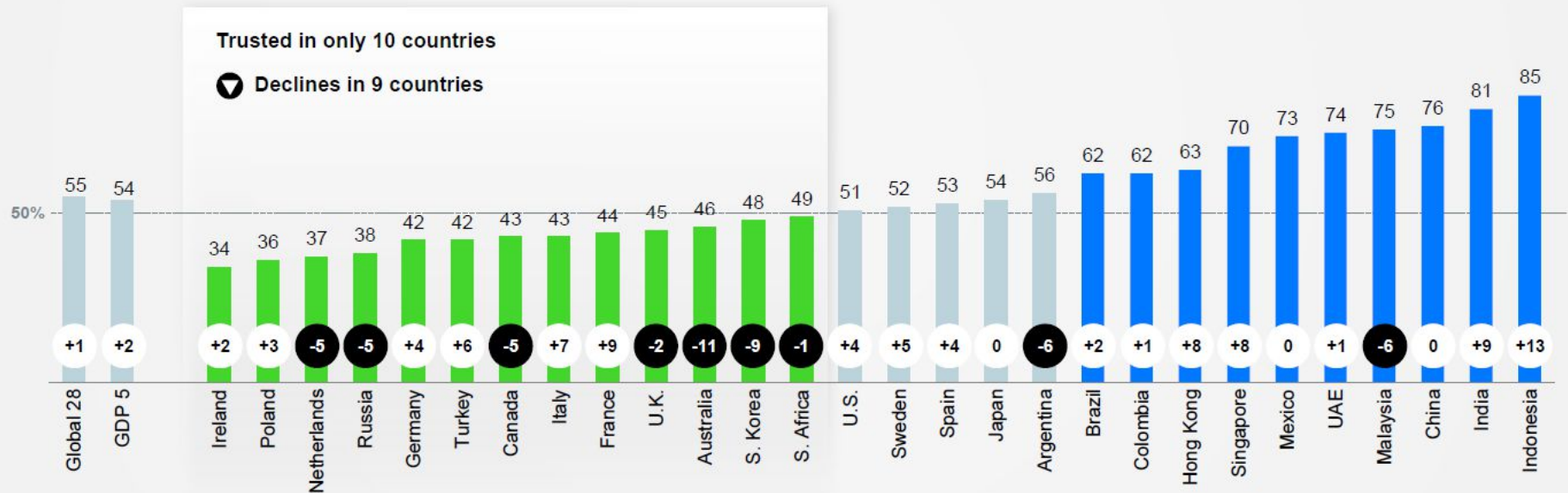


Source: 2017 Edelman Trust Barometer. The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. Informed Public and Mass Population, 25-country global total.

Trust in the pharma sector

Pharmaceuticals Still Distrusted in Almost Half of Markets

Percent trust in the pharmaceuticals sub-sector, 2016 vs. 2017



Source: 2017 Edelman Trust Barometer. Q61F-65F. Now thinking about specific sectors within the health industry, please indicate how much you trust businesses in each of the following sectors to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". (Top 4 Box, Trust), question asked of one-fifth of the sample. General Population, 28-country global total.

GDP 5 = U.S., China, Japan, Germany, U.K.

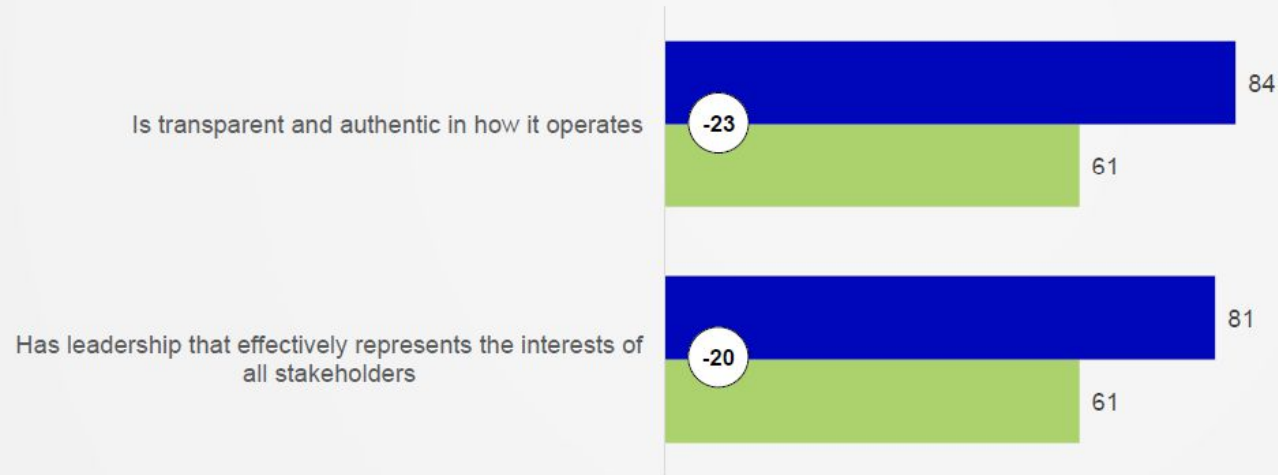
Building trust: Importance vs. Performance



Trust-Building Behaviors

Largest Gaps in Transparency and Authenticity, Leadership Representing All Stakeholders

Importance vs. performance of behavior in building trust in a health care company



Source: 2017 Edelman Trust Barometer. Q336-657. How important is each of the following behaviors to building your TRUST in a company? Use a 9-point scale where one means that behavior is "not at all important to building your trust" and nine means it is "extremely important to building your trust" in a company. (Top 4 Box, Importance) Q345B-345M. How well do you think the health industry is performing on the behaviors listed below. Use a 9-point scale where one means they are "performing extremely poorly" and nine means they are "performing extremely well". (Top 4 Box, Performing), question asked of one-fifth of the sample. General Population, 28-country global total.

Implications for Healthcare Organisations



Talk with Your Audience, Not at Them

- Create dialogue, not monologue
- Show audiences you are listening
- Use social channels to engage

Address Expectations of all Stakeholders

- Represent the interests of all audiences, not just shareholders
- Commit to actions that close gaps between expectations and performance

Demonstrate Inclusiveness

- Design content with a variety of audiences in mind, from scientists to patients to payers
- Encompass the mass population in communications

Global Challenges



- **Communication and Training**
- **Transparency / Disclosure**
- **Ban on Gifts (incl. branded pens, notepads)**
- **Items of Medical Utility (e.g. anatomic model)**
- **Industry involvement in Medical Education**

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Back up slides

The IFPMA Code is:

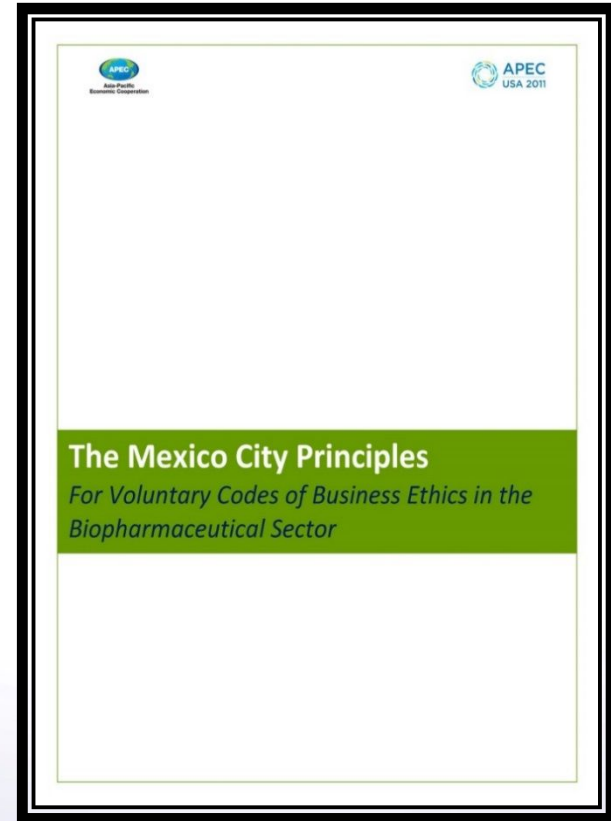
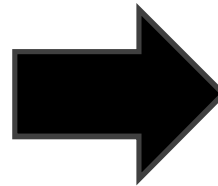
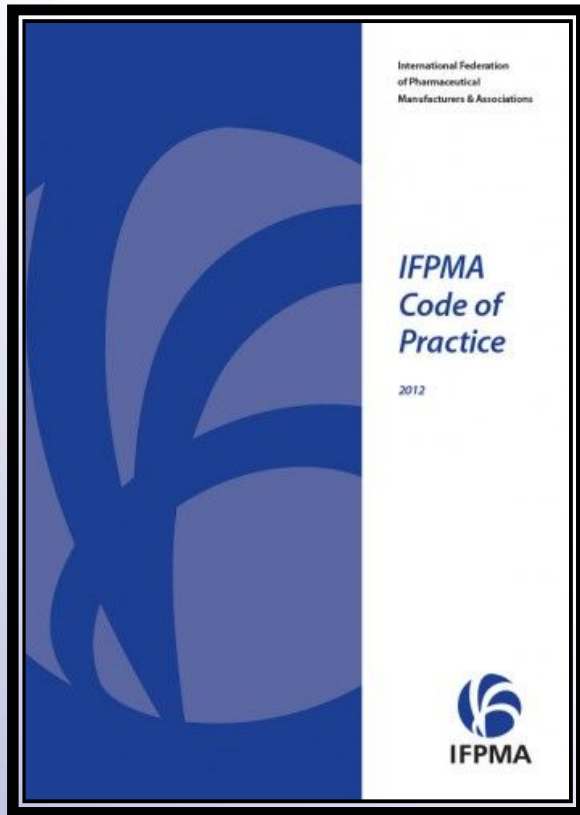
- First established in 1981, last updated in 2012
- **Global standard** for the R&D biopharmaceutical industry
- A **model of self-regulation** for industry's activities in medicines promotion, communication and interaction with key stakeholders such as healthcare professionals, medical institutions and patient organizations.
- Although self-regulatory, the IFPMA Code is not voluntary, it is a **condition of membership to the IFPMA** for both member companies and national associations.



Strong synergy between IFPMA Code and APEC Mexico City Principles



IFPMA



Ethics and Compliance



Promote Code of Conduct worldwide

Build trust with professional organizations

Provide web-based e-learning tool and ad hoc training/seminars

Peer-reviewed Publications

Advocate for consistent requirements at regional and global level



Launched in January 2014



Consensus Framework for Ethical Collaboration

4 Overarching Principles

- Put patients first
- Support for Ethical Research and Innovation
- Ensure Independence and Ethical Conduct
- Promote Transparency and Accountability

**Implementation, Monitoring and Reporting Mechanisms encouraged*



Putting patients first

Five global healthcare organizations sign Consensus Framework for Ethical Collaboration