



## ***IFPMA update***

Keynote speech to  
12<sup>th</sup> International Pharmaceutical and Medical Device  
Compliance Congress  
16<sup>th</sup> of May, 2018, Vienna

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IFPMA

***Overruled***

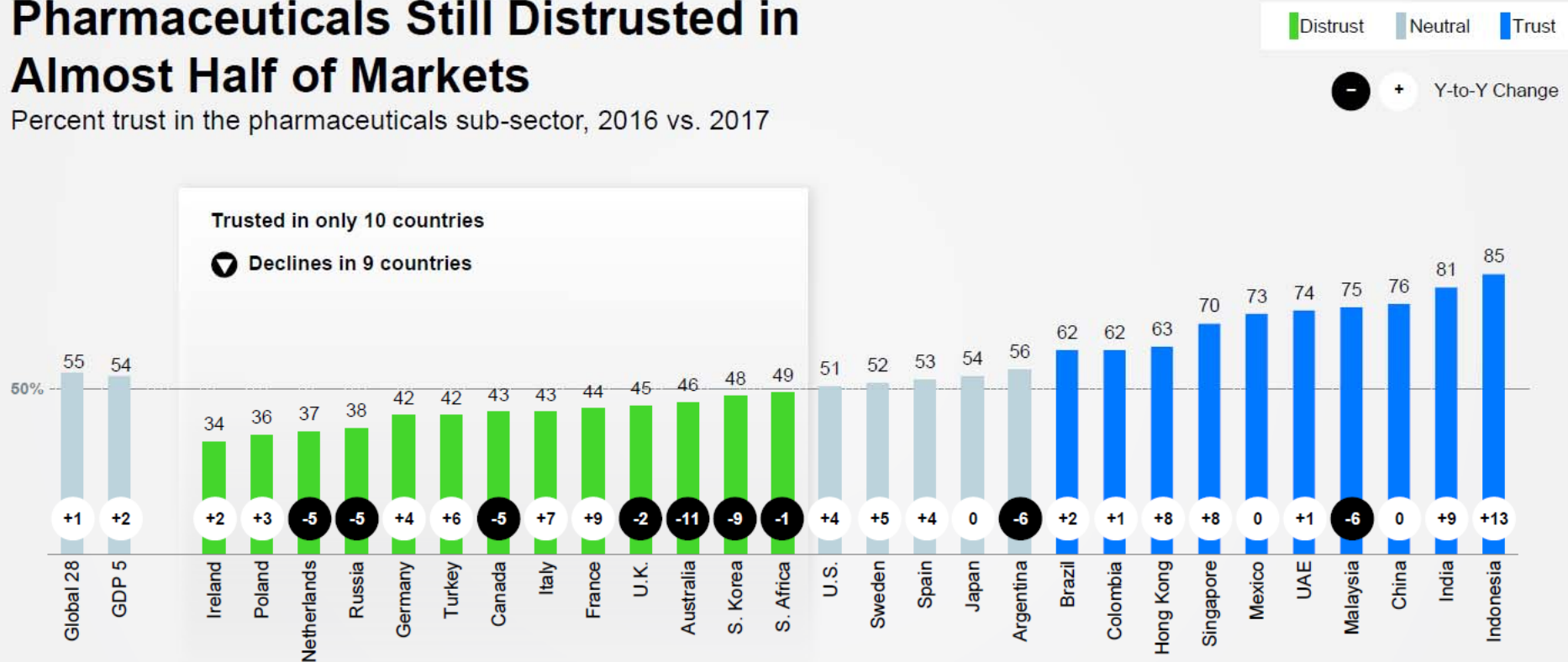




# Trust in the pharma sector

## 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.

# *Our new Ethos puts trust at center*



**IFPMA**



# ***IFPMA vision, mission and “who we are”***



## **Mission and Vision**

### **VISION**

**IFPMA is the voice for  
biopharmaceutical innovation  
and global health progress**

### **MISSION**

**To promote policies, dialogues  
and initiatives that encourage  
the discovery of and access to  
medicines and vaccines globally  
as part of sustainable healthcare  
systems**

## **“Who we are”**

### **Thought leader**

*Share expertise in key fora about innovation,  
regulatory and health policy issues*

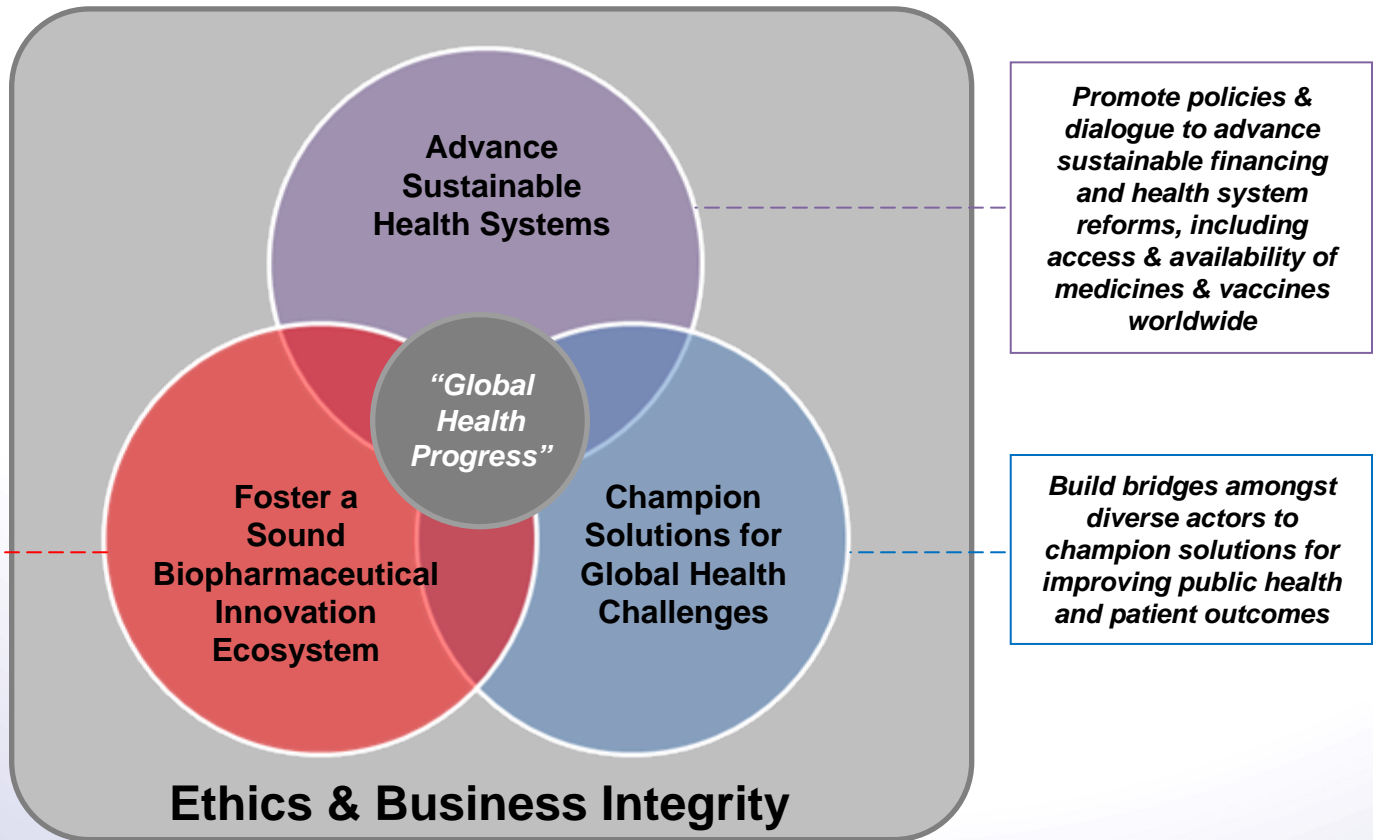
### **Solutions partner**

*Tackle health challenges responsibly and  
collaboratively, to improve health outcomes*

### **Convener**

*Build bridges within and across sectors to  
advance mutual goals and gain trust*

# IFPMA strategic priorities 2018



# *The IFPMA Code is:*

- First established in 1981, last updated in 2012, currently under revision
- **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.





# **Revision of IFPMA Code of Practice** **(pending Council approval May 17)**



- **Not solely rules-based** → **underpinned by a new set of values and principles (Ethos)**
- **Global ban on Gifts (incl. social customary gifts)**
- **Global ban on Promotional Aids**
- **Updated or new Notes for Guidance on**
  - **Sponsorship of Events and Meetings**
  - **Fees for Services**
  - ***To come soon: Industry involvement in Medical Education***
- **Complaint procedure: inclusion of appeal group in validation of complaints**

Effective date  
January 1, 2019



**IFPMA**

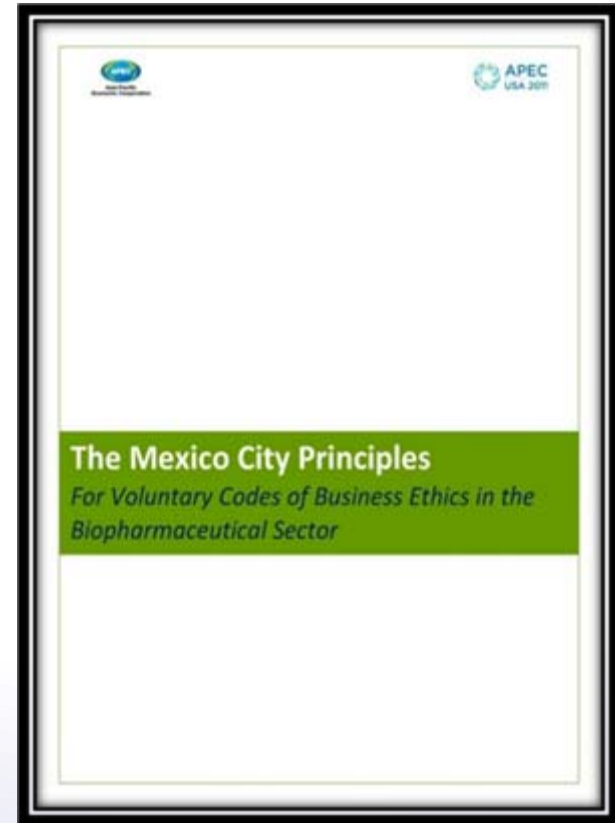
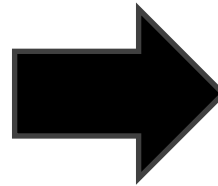
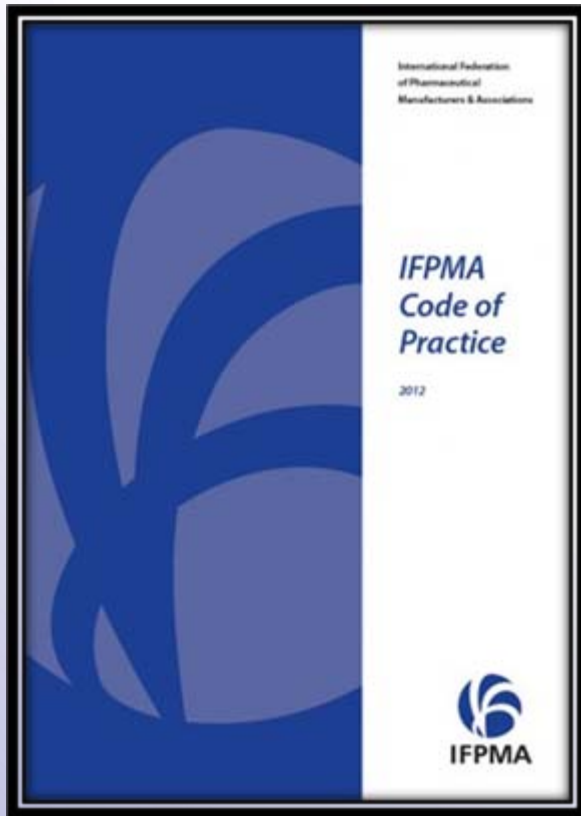
# ***Business Ethics for APEC***

- **Since Jan 1, 2018, IFPMA is leading industry engagement in the *Business Ethics for APEC SMEs Initiative* for Biopharmaceutical sector**
- **Custodian of financial contributions made by industry**
- **Annual Forum in Tokyo from July 18-20, 2018**



**Asia-Pacific  
Economic Cooperation**

# ***Strong synergy between IFPMA Code and APEC Mexico City Principles***





International Alliance of Patients' Organizations  
A global voice for patients

INTERNATIONAL COUNCIL OF NURSES  
UNION OF NURSES

IFPMA

fip International Pharmaceutical Federation

WMA

# Consensus Framework for Ethical Collaboration



*Launched in  
January 2014*

## 4 Overarching Principles

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



## Putting patients first

Five global healthcare organizations sign Consensus Framework for Ethical Collaboration

***Learn more and stay connected!***

**[www.ifpma.org](http://www.ifpma.org)**



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