MEA CODE UPDATES
VALUE OF PARTNERSHIP

Laura Nassar, Head of Compliance Middle East, Roche Pharmaceuticals ME
Compliance & Legal Working Group Lead, PhRMAG
LERB Chair, MEA LAWG

The 12th International Pharmaceutical and Medical Device Compliance Congress, May 14-16, Vienna
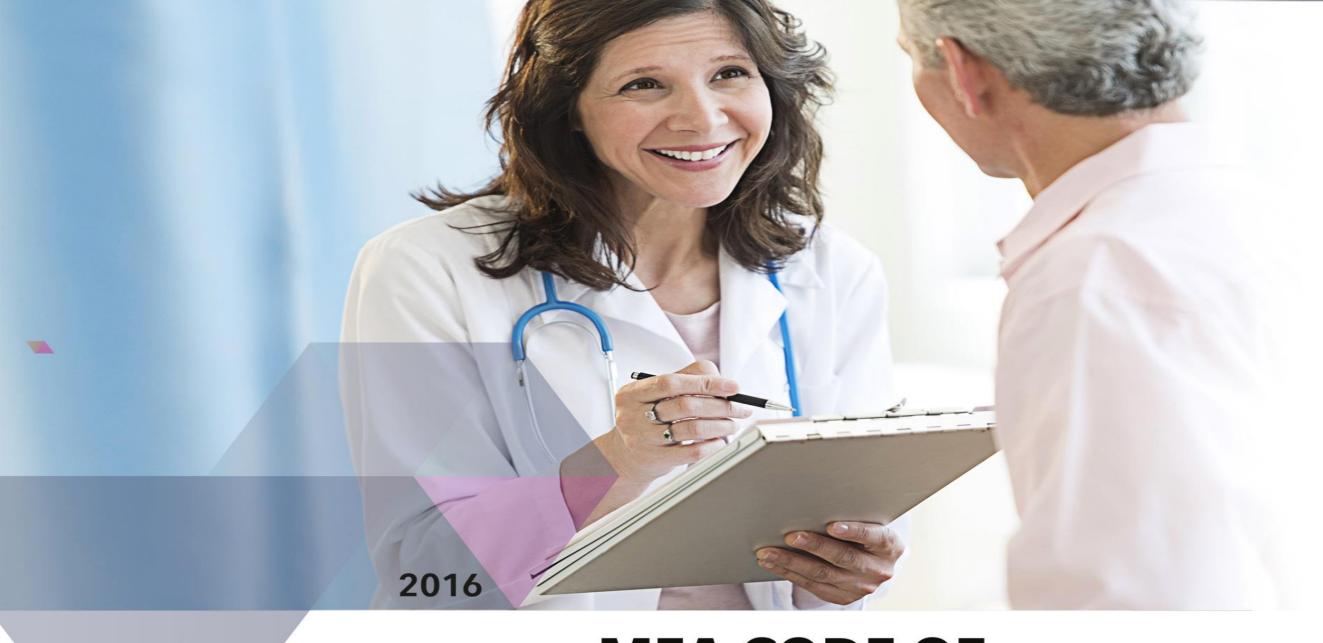
Successful Partnership

Shared Purpose

Better Together

Impact on priorities

2016

MEA CODE OF PROMOTIONAL PRACTICES

BECAUSE PATIENTS COME FIRST

THE MIDDLE EAST AND AFRICA (MEA)
LOCAL AREA WORK GROUP (LAWG)

United Arab Emirates Consensus Framework for Ethical Collaboration in the Pharmaceutical Sector

The AMBITION for UAE is to be the first MEA country to establish a platform to…

1.**BUILD** trust among medical products industry and non-industry stakeholders to prevent unethical business practices and reputational damage to the health system;

2.**PROMOTE** mutual implementation and alignment of practices among stakeholders to the national UAE Code of Promotional Practices;

3.**EXCHANGE** best practices in ethics promotion and develop shared ethics training programs among stakeholders;

4.**FACILITATE** the early identification of new challenges and opportunities to quickly resolve them in an inclusive and sustainable way; and

5.**APPLY** a systematic approach of prevention, detection, and remediation when dealing with promotional practices issues that supports MOHP code enforcement.

*The United Arab Emirates is advantaged having both the
Ministry of Health & Prevention Code and UAE Consensus Framework*

PATIENTS/CAREGIVERS   **GOVERNMENT AUTHORITIES**   **HCPs (PHYSICIANS/ PHARMACISTS/NURSES)**

INDUSTRY: (INTL / DOMESTIC + R&D / GENERIC + THIRD PARTIES) , HC PROVIDERS and PAYERS (HOSPITALS/CLINICS/PRIVATE INSURERS)

وزارة الصحة ووقاية المجتمع
MINISTRY OF HEALTH & PREVENTION

**Code of Ethical Promotional and Commercial Practices
For Medical Products**

United Arab Emirates

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UNITED ARAB EMIRATES CONSENSUS
FRAMEWORK FOR ETHICAL COLLABORATION
IN THE PHARMACEUTICAL SECTOR

The Journey Continues…