

### **VALUE OF PARTNERSHIP**

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### Criteria for Successful Partnership







**Better Together** 



Impact on priorities

# 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 SOLUTION**

#### What is a Consensus Framework?

A consensus and principles-based agreement between leading industry and non-industry stakeholders, under the patronage of the MOHP, to promote ethical business practices, and prevent damages to the good reputation of the UAE healthcare system, using a "whole of system" approach.

The First in the Middle East, One of the First in the World!















### Consensus Frameworks Pharmaceutical Sector

Adopted/ Launched	Under development
Global (7 Parties) – 2014	UAE -2018
Canada (6 Parties)- 2016	Australia-2018
Peru (23 parties)- 2016	Chile- 2018
Viet Nam (9 Parties) – 2017	Japan-2018
Philippines (3 parties)- 2018	China-2018



## Consensus Frameworks Implementation: what can parties do together?

- 1) Ensure national parties are aligning with global best practices
- 2) Review and align stakeholder codes (if they don't already have one)
- 3) Develop and share ethics training curriculum + joint training
- 4) Regular (annual, quarterly, monthly) meetings to raise current and future opportunities and challenges avoid stakeholder silos
- 5) Share monitoring and enforcement actions to ensure stakeholders collectively adhere to best practices + support each other maintain adherence to best practices



### Implementation & Sustainable Outcomes

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



Code of Ethical Promotional and Commercial Practices
For Medical Products

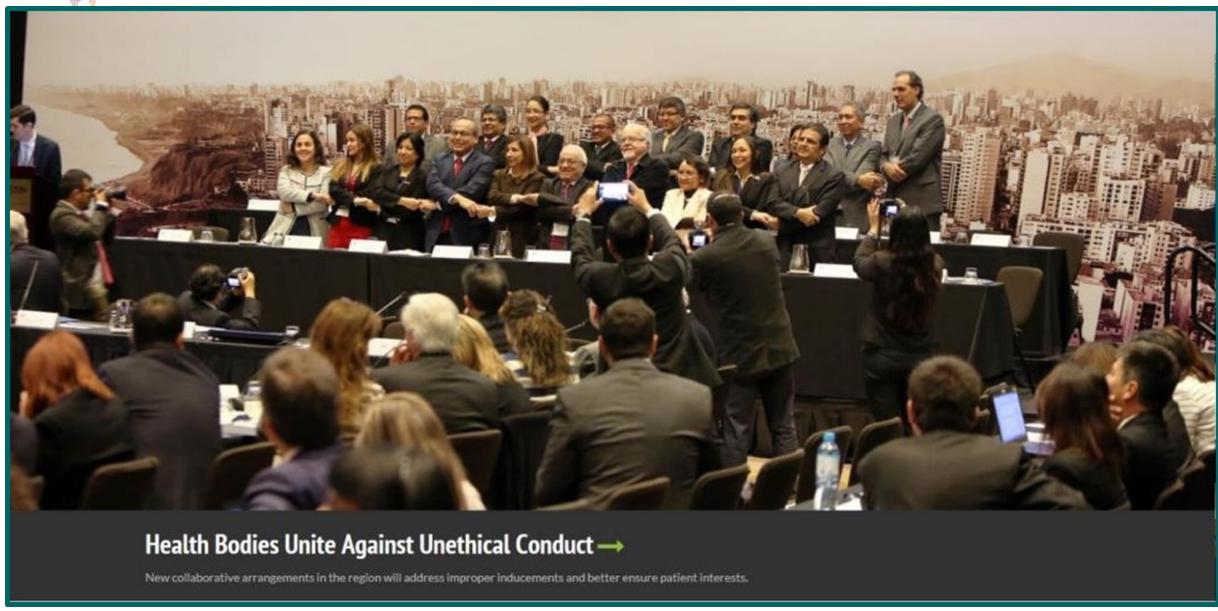
**United Arab Emirates** 







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### The Journey Continues...



