



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

VALUE OF PARTNERSHIP

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

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Criteria for Successful Partnership



Shared Purpose



Better Together



Impact on priorities

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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

12+ Expected in 2019-2020



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



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Implementation & Sustainable Outcomes

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



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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Health Bodies Unite Against Unethical Conduct →

New collaborative arrangements in the region will address improper inducements and better ensure patient interests.



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The Journey Continues...

