

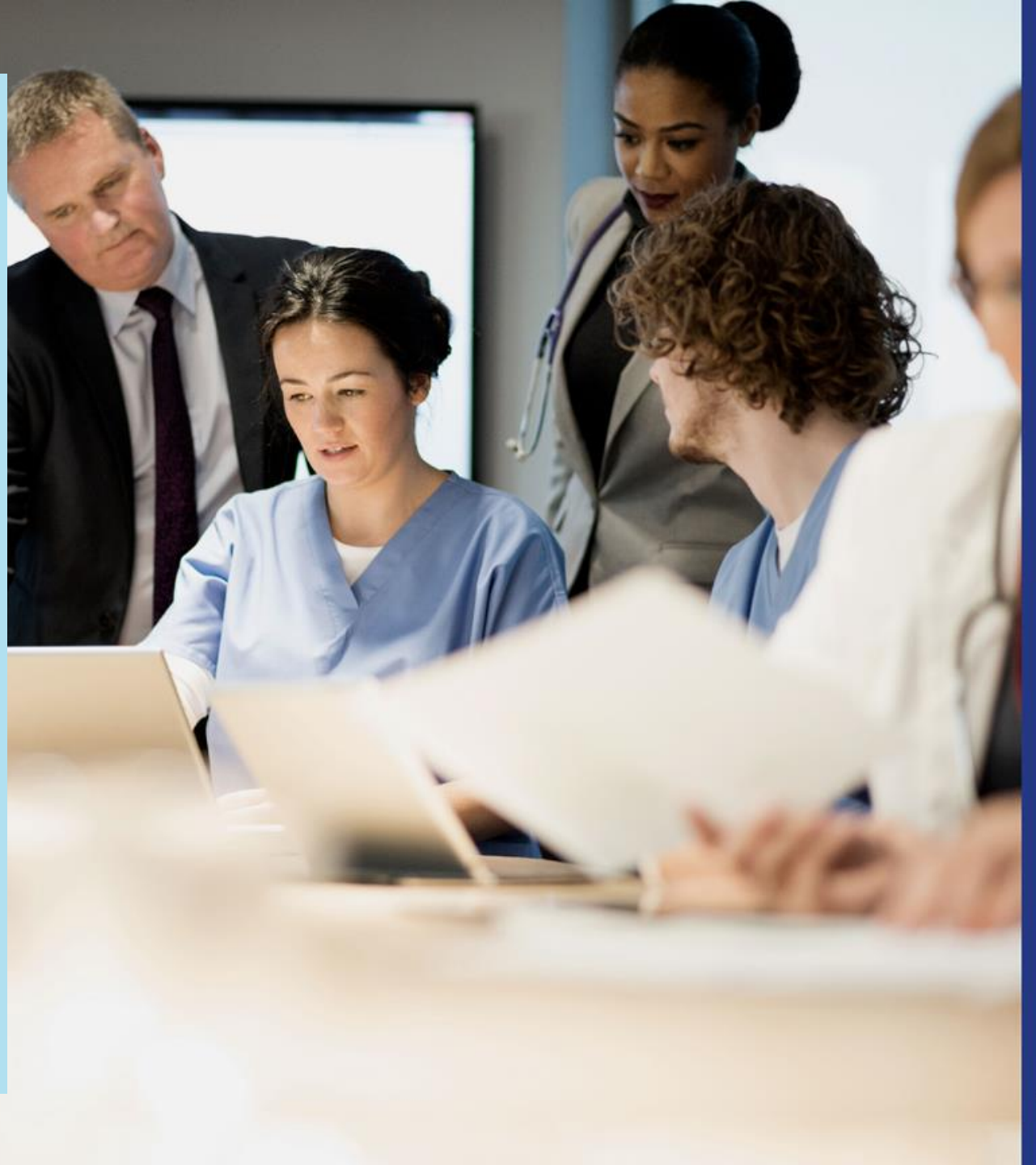
Code of Practice

Key Changes



IFPMA

2019



Global implementation and effective date



IFPMA members **must**
incorporate the new
provisions into their own
codes by this date.

What is new?

1. Ethos

- 2. Ban on Gifts / Promotional Aids
- 3. Complaint Procedure
- 4. Other minor changes
- 5. Notes for Guidance





Care

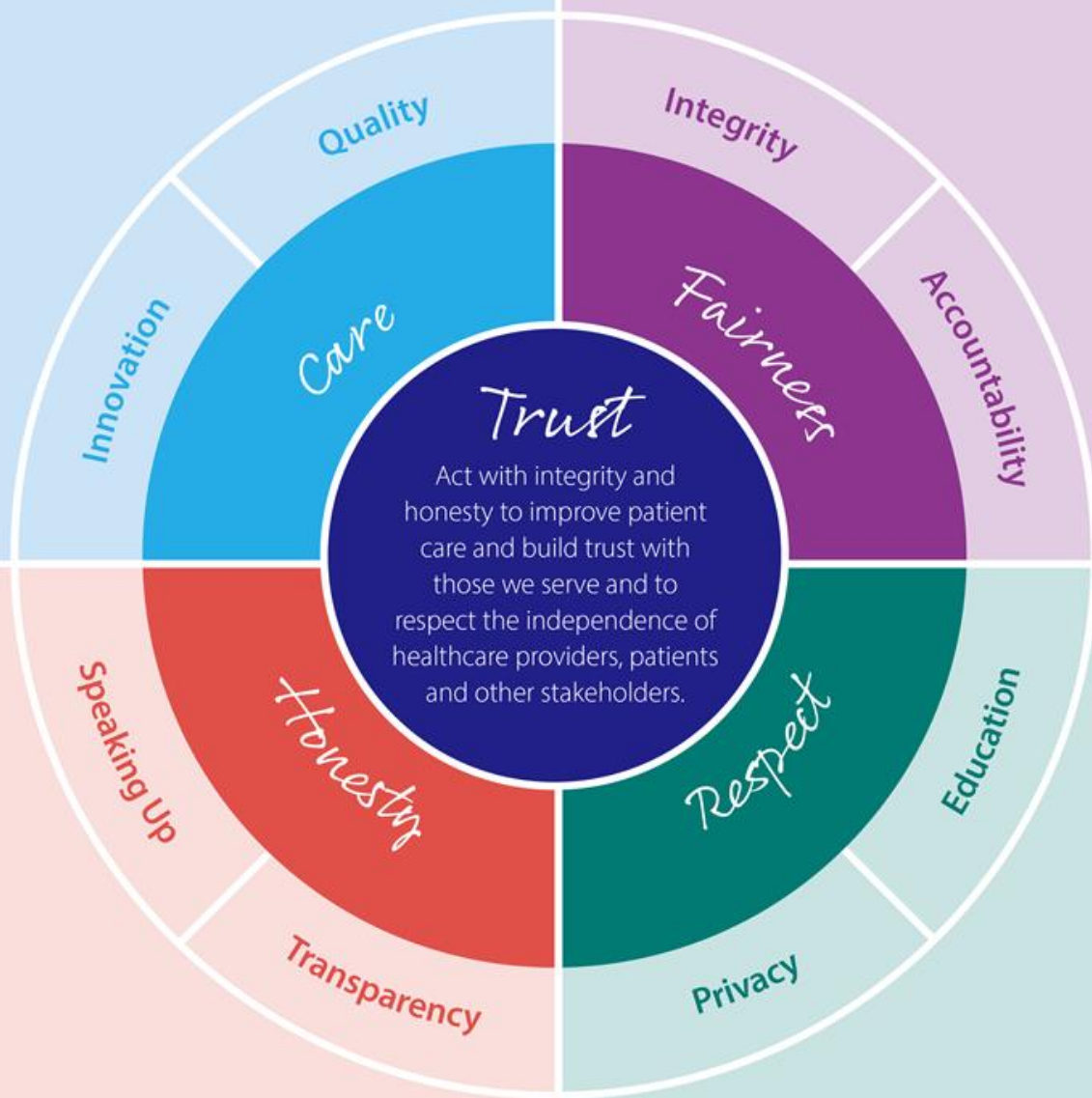
Protect the safety of those who use our products – from the conduct of clinical trials and throughout the product lifecycle.

Innovation

Improve global health through innovative products and services, upholding the highest ethical, scientific, and medical standards.

Quality

Commit to providing high-quality products that have proven clinical efficacy and have a reliable safety profile.



Fairness

Support and respect fair trade practices and open competition.

Integrity

Act responsibly, ethically and professionally. Do not offer, promise, provide, or accept anything of value in order to inappropriately influence a decision, gain an unfair advantage.

Accountability

Be accountable for our actions and decisions, including the appropriate oversight or external third parties that act on our behalf.

Honesty

Ensure truthful and balanced communication with governmental authorities, healthcare professionals, patients and other stakeholders.

Speaking Up

Foster a culture in our respective organisations where concerns are shared openly and honestly so that we learn from mistakes and continuously improve.

Transparency

Advance science and patient care by sharing industry-sponsored clinical trial data in a responsible, accurate and appropriate manner.

Respect

Respect all people and embrace a culture of diversity and inclusion. Protect the environment. Treat animals under our care responsibly.

Privacy

Respect privacy rights and appropriately manage and protect personal information.

Education

Support the advancement of the scientific and medical education for the ultimate benefit of patients.

What is new?

1. Ethos
- 2. Ban on Gifts / Promotional Aids**
3. Complaint Procedure
4. Other minor changes
5. Notes for Guidance



Gifts and other Items to HCPs (section 7.5)



Added clarification: “gifts, whether provided directly or through clinics and institutions”.



Aligned IFPMA Code to member association codes such as EFPIA and PhRMA where a ban has been in force for several years (gifts and promotional aids).



Ban on Promotional Aids (for Rx-based medicines)

- **Non-monetary reminder items:**
Examples: post-its, mouse pads, calendars, plasters, bags or binders etc.
- 2012 Code allowed if relevant to the practice of the HCP, but now full ban in relation to the promotion of **prescription-only medicines.**

Please communicate to your marketing teams (to manage stock & production)



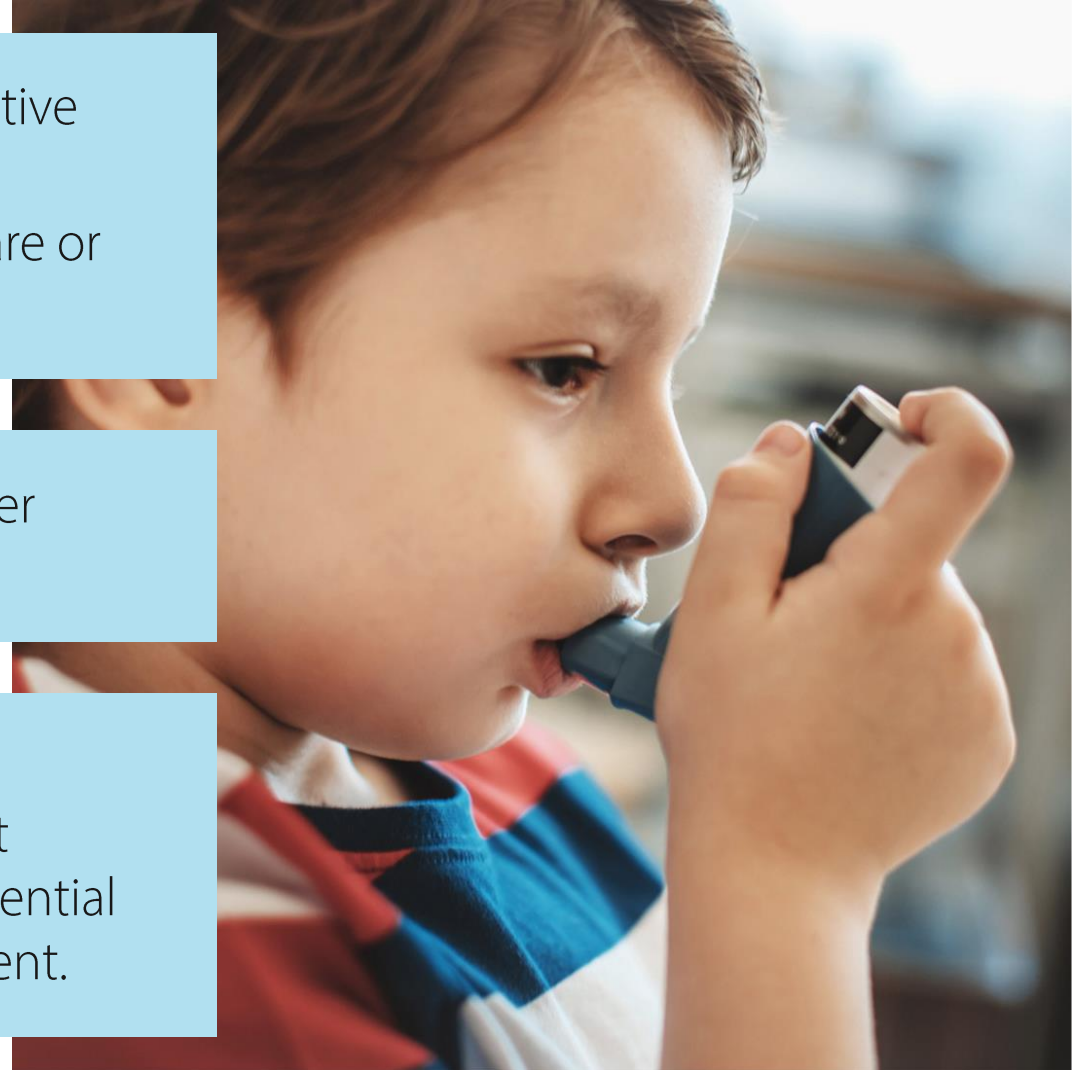
However excluded for:

- The promotion of over-the-counter medicines if relevant to the practice of the HCP.
- Pens and notepads at company organized events for the **purpose of taking notes during the meeting.** (Not product, only company branded, of minimal value and in the necessary quantity for the purpose of the event).

✓ *Covered in new Q&A*

Items of Medical Utility

- **Examples:** inhalation devices (without active ingredient) or devices intended to assist patients to learn how to self-inject, software or mobile apps (e.g. BMI calculator).
- **Already restricted** in 2012, but now further clarified.
- **Items of Medical Utility can include the company name**, but must not be product branded, unless the product's name is essential for the correct use of the item by the patient.



Items of Medical Utility



Such items may only be offered if:

- They are of **modest value**
- They are **not expected** to be supplied by the HCPs themselves or their employers i.e. for routine business practice (e.g. stethoscopes, surgical gloves, blood pressure monitors and needles)
- They are **beneficial** to enhancing the provision of medical services and patient care
- They are **not offered** on more than an occasional basis, even if each individual item is appropriate.



Informational or Educational Items that enhance Patient Care



New section under chapter 7.5 “Gifts and other Items to HCPs”.



Such items may be provided to HCPs for their education or for the education of patients, provided that the items are primarily for educational purposes and do not have independent value.

Examples:

Scientific books, journal subscriptions, memory sticks with educational data.

- **Memory sticks pre-loaded with educational or informational data** may be appropriate if the storage capacity is commensurate with the materials provided.
- **Tablet computers have independent value to a HCP** and must not be provided, even if they could also be used to deliver education to patients.

Informational or Educational Items that enhance Patient Care

- **Can include the company name**, but must not be product branded, unless the product name is essential for the correct use of the item by the patient.
- The value of books and subscriptions must be **reasonable**. Other informational or educational items must be of **modest value**.
- **Consider the cost as well as the overall benefit** to an individual HCP in a given year.

