Annual update on Ethics & Business Integrity at IFPMA

International Federation of Pharmaceutical Manufacturers and Associations

Sofie Melis



IFPMA

IFPMA members | Pharmaceutical Manufacturers

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Biogen.	Boehringer Ingelheim	Bristol-Myers Squibb	Celgene	⇔ Chiesi	
Daiichi-Sankyo	Eisai	Lilly	Roche	GlaxoSmithKline	GRÜNENTHAL
Johnson-Johnson		Lundbeck X	MENARINI	Merck	😔 MSD
			WIENAKINI		
U NOVARTIS	novo nordisk	Otsuka	Pfizer	SANOFI	Seqirus- A CSL Company
NOVARTIS	Novo nordisk	Otsuka		SANOFI	

IFPMA members | Associations



An exciting year for the Ethics & Business Integrity Committee (eBIC)

Significant increase of Outreach efforts Creation of the new eBIC Work Plan 2019-2020 Code Capacity Building to support global Implementation Successful launch of revised IFPMA Code of Practice



In a nutshell: the Code changes 2019



Full ban on Gifts

Ban on Gifts: Gifts for personal benefit alreadybanned since 2012 but as of January 2019, no more exceptions, i.e. cultural courtesy gifts (e.g. mooncakes, condolence payments) also prohibited.

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.



However <u>excluded</u> 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).





Further restriction on Items of Medical Utility

Examples: inhalation devices (without active ingredient) or devices intended to assist patients to learn how to self-inject, software or 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.





New category of Informational or Educational Items

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

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 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.





Our Ethos





Code Capacity Building

Great opportunity for members to get involved as a trainer



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September 2018 in Accra (Ghana)





April 2019 in Mexico City



eBIC Work Plan 2019-2020



IFPMA

Increased Outreach activities

Partnerships hat improve healthcare delivery and outcomes for patients



IFPMA is strongly involved in intergovernmental organizations in which it represents the industry.

e.g. as Co-chair of the Business Ethics for APEC SMEs Initiative



Business Ethics for APEC SMEs Biopharmaceutical Sector



IFPMA brings multiple stakeholders together

e.g. in the Consensus Framework for Ethical Collaboration



Consensus Framework for Ethical Collaboration between Patients' Organisations, Healthcare Professionals and the Pharmaceutical Industry







Asia-Pacific Economic Cooperation **Business Ethics for APEC SMEs** Biopharmaceutical Sector







Economic Cooperation

Asia-Pacific Business Ethics for APEC SMEs Biopharmaceutical Sector

Strategic Outputs







Consensus Framework for Ethical Collaboration between Patients' Organisations, Healthcare Professionals and the Pharmaceutical Industry

A Consensus Framework established for ethical



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collaboration between patients' organisations, healthcare professionals and the pharmaceutical industry, in support of high quality patient care. This Consensus Framework and the accompanying resources are intended to serve as a toolkif for those associations, groups and alliances who wish to develop their own policies. It neither aims to be comprehensive nor does it constitute a single common policy of the organisations involved. The individual policies of the participating organisations set out each organisation's detailed commitments and offer more diverse and in depth information and guidance.

Code Adoption & Implementation

Annual Forum

Consensus Frameworks

2 The Global Consensus Framework on Ethical Collaboration













Asia-Pacific Economic Cooperation **Business Ethics for APEC SMEs** Biopharmaceutical Sector

2019 APEC BUSINESS ETHICS FOR SMES FORUM 9 – 10 September | Santiago de Chile



Many thanks!

Questions?

www.ifpma.org



