

*The International*  
**Pharmaceutical Regulatory and Compliance Congress**  
*and Best Practices Forum*

Day I

## Madrid 2013

### Roeland Van Aelst

VP, Health Care Compliance  
Europe, Middle East, Africa, Canada  
Johnson & Johnson, Brussels, Belgium  
(Co chair, Founding member ETHICS)



# *The International* \_\_\_\_\_ Pharmaceutical Regulatory and Compliance Congress \_\_\_\_\_ *and Best Practices Forum*

**Key word : Ethics**

Day I

**Wikipedia**

**Google 2007**  
1 080 000 hits

**Google 2013**  
**96 400 000 hits**

Ethics: is the study of [values](#) and [customs](#) of a person or group. It covers the [analysis](#) and employment of [concepts](#) such as [right](#) and [wrong](#), [good and evil](#), and [responsibility](#).

Moral philosophy which refers to the reflection upon moral actions



**Looking back- Moving forward**

Day I

**Key Words 2007**

Pharmacovigilance  
Clinical trials, registration ..  
Reporting  
Hotlines  
Ethics  
Privacy  
procecution  
FCPA

**Key Words 2013**

Ethics / Culture  
Stakeholder relations  
Anti Corruption  
Transparency  
Congresses / Cross border/Global  
Social media  
Auditing and monitionrg  
Profession



*The International* \_\_\_\_\_  
**Pharmaceutical Regulatory and Compliance Congress**  
\_\_\_\_\_ *and Best Practices Forum*

**From the What to the How**

Day I

**The profession**

How do you do your job  
Skills  
Personality  
leadership  
Background

....

**The environment**

Stakeholder involvement  
Outreach  
Communication



*The International*  
**Pharmaceutical Regulatory and Compliance Congress**  
*and Best Practices Forum*

Day I



Perception optimised

Waterline

Rules shaped

Values Based

