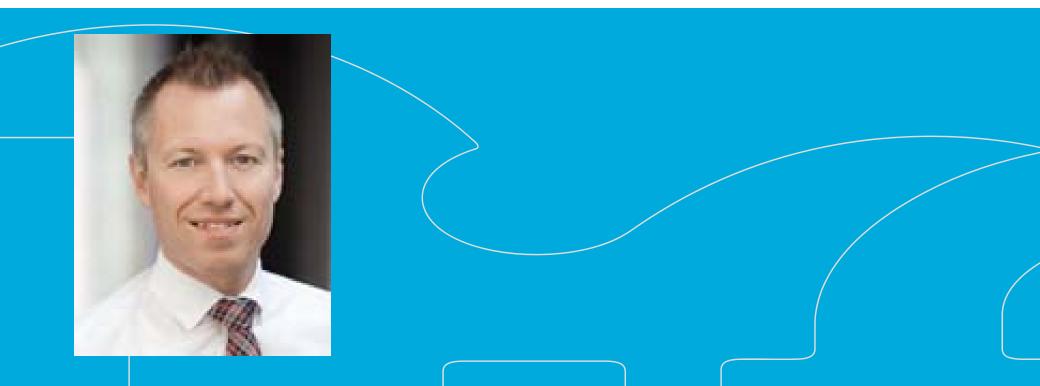
Danish co-legislation model for disclosure

Carsten Blaesberg, Chief Consultant, The Danish Association of the Pharmaceutical Industry (Lif)



• Full disclosure takes shape in Denmark

- The Danish Minister of Health and Prevention Astrid Kragh established a working group in beginning of 2012 on the future regulation and disclosure of the relations between industry and HCPs
 - Recommendations for new legislation presented by the working in June 2013

- PAYERS: The Danish national authorities and the Danish Regions
- INDUSTRY: Lif and the MedTech industry

W.G.

Who?

What?

- HCPs: Medical societies, the Danish Medical Association and the Danish Pharmaceutical Association
- POs: Patient and consumer organisations

- Rules of financial advantages and competence
- Inclusion of the MedTech Industry
- Authority-based approval scheme/system
- Disclosure common platform

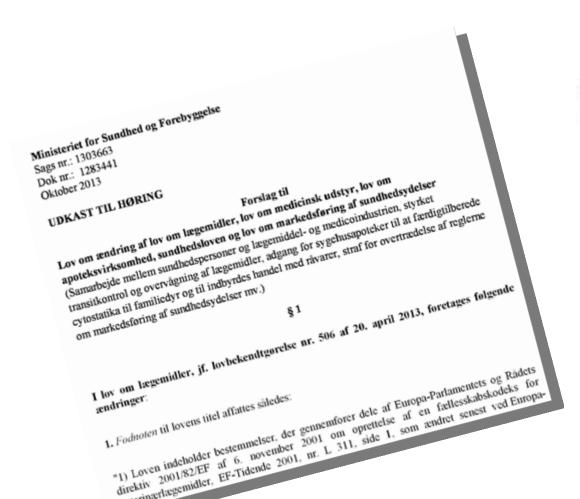








Reform of legislation complies with the working group's recommendations



Value of co-legislation model and platform

Establish common platform for disclosure

Reach out to our stakeholders – credible partners

Common commitment for transparency

Common commitment to "stand up for the value of collaboration"



Key advantages of the Danish model

Key reporting obligation imposed on HCP

Limited administrative burdens imposed on industry

No data privacy issue – no need for consent – all data de-facto individual disclosed

Inclusion of MedTech industry under same regulation

Inclusion of EFPIA's decision on disclosure

Avoid two parallel systems and unnecessary bureaucracy which create no add-on value

Common Danish platform for disclosure

Collaboration must either be registered or pre- approved by the Danish Health and Medicines Authority

Data reported by HCPs (obligation) – amounts included What: Fees for services, and sponsorships for events (abroad) + shares/owner -ships

The industry provides the authorities with an annual list of their collaborators Full public disclosure (pre- and ongoing) of individual data on the Danish Health and Medicines Authority's website

What

Fees for research (e.g. clinical research)

Fees for education/speakers

Fees for consultancy (e.g. advisory boards)

Fees for market research

Events - Sponsorships and companies

Donations and grants to hospitals

Shares

Ownership/Board of Directors

How

Registration & disclosure of individual data

Registration & disclosure of individual data

Pre-approval & disclosure of individual data

Pre-approval & disclosure of individual data

Registration of events held abroad. Individual disclosure (no amounts so far for events)

Lif has a disclosure code

Registration & disclosure of individual data Pre-approval if amount exceeds EUR 30,000

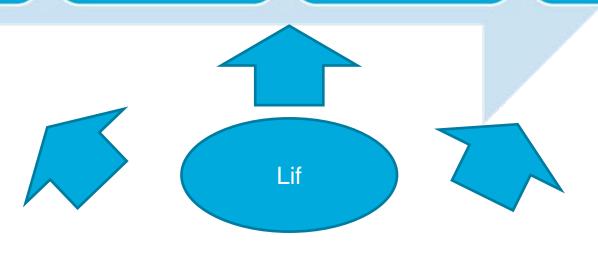
Pre-approval & disclosure



Status and timeline

Legislation will be adopted at the end of May (consensus in Parliament)

Executive Orders and guidelines are established Task force with stakeholders is set up (for 3 years) The Act will become effective from November 1 2014





Collaboration continues with our stakeholders

- Common information leaflet
- Joint public debate meetings
- Who: Lif, the MedTech industry, the Danish Generic Medicines Industry Association, the Danish Medical Association, the Medical Societies, the Danish Pharmaceutical Association, the Dentists Association and the Danish Nurses' Organisation.

