

**International Federation
of Pharmaceutical
Manufacturers & Associations**



The Spirit of the Code: Our values & principles

Tamara Music, Manager, Code Compliance, IFPMA
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Our Role and Commitment



IFPMA



Focused on serving the best interests of patients, we have a moral obligation to communicate and participate in all relationships with integrity, accuracy and clarity. The IFPMA Code of Practice is a tangible example of the research-based pharmaceutical industry's commitment to making a strong contribution to global public health while adhering to the highest standard of practice.

Eduardo Pisani

Director General

International Federation of Pharmaceutical
Manufacturers and Associations (IFPMA)

Although self-regulatory, the IFPMA Code is not voluntary, it is a **condition of membership to the IFPMA** for both member companies and national associations.

IFPMA Code: Guiding Principles

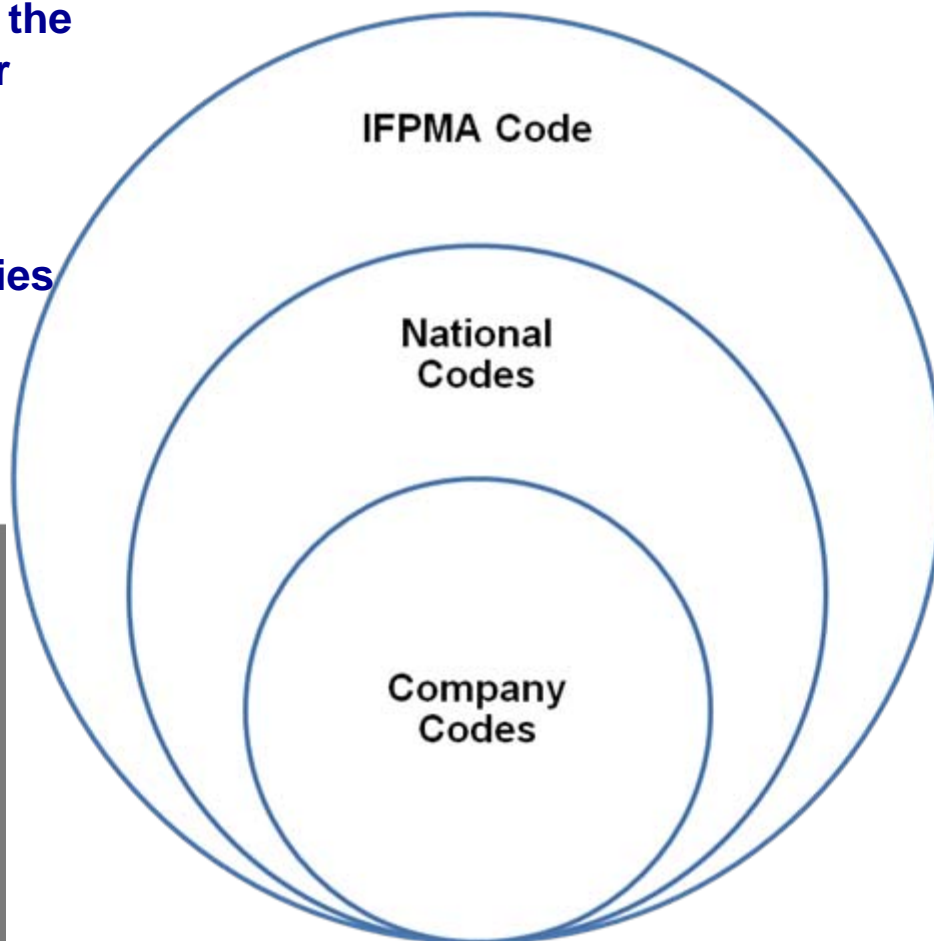


1. Patients are a priority.
2. High standards of quality, safety and efficacy.
3. Interactions must at all times be ethical, appropriate and professional.
4. Accurate, balanced, and scientifically valid data on products.
5. Promotion must be ethical, accurate, balanced and must not be misleading.
6. Respect privacy and personal information of patients.
7. Clinical and scientific research conducted with the intent to develop knowledge that will benefit patients and advance science and medicine.
8. Adhere to both the spirit and the letter of applicable industry codes – employees to be appropriately trained.

IFPMA Code – Global Standard



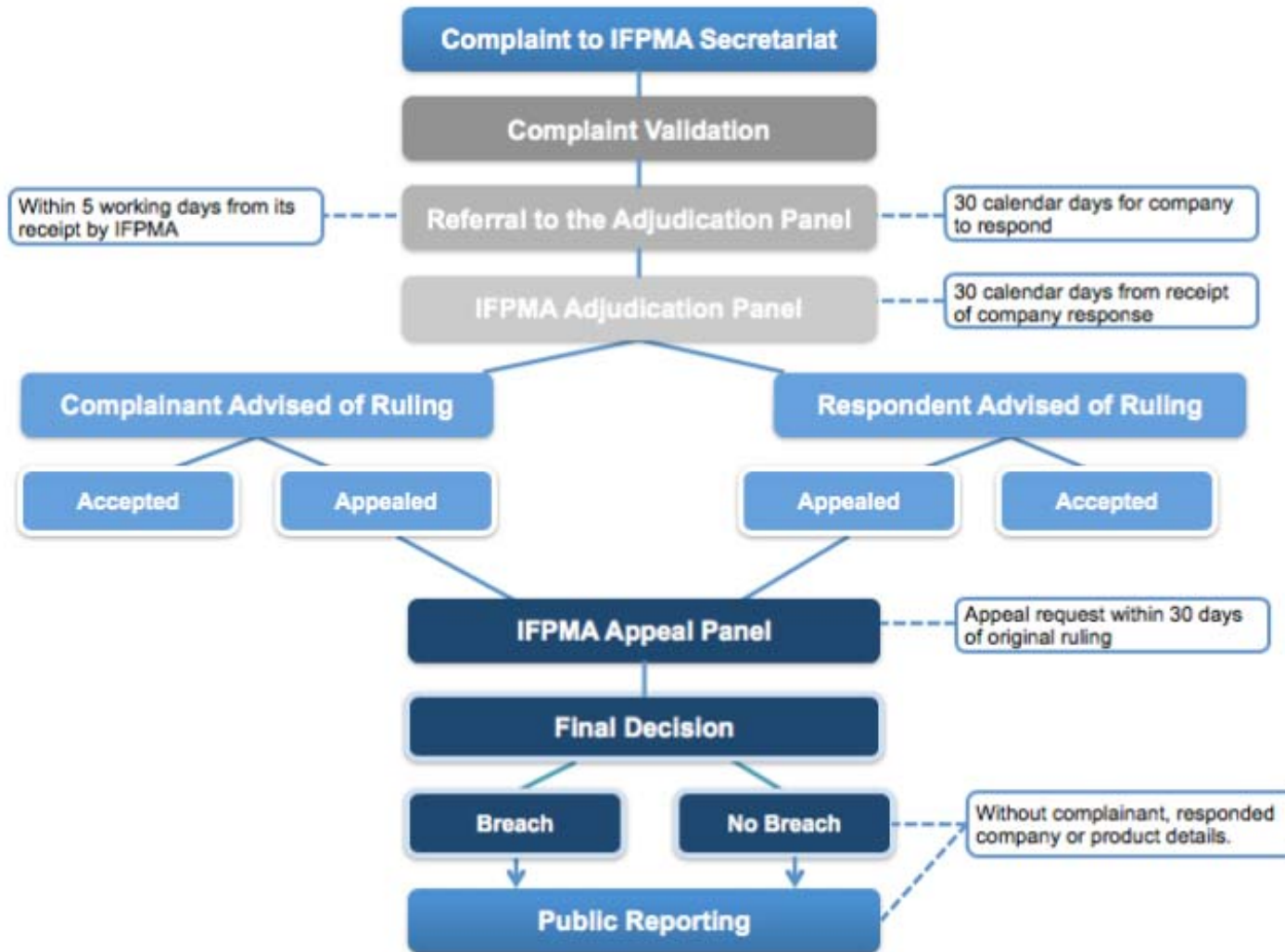
IFPMA Codes sets the global standard for research-based multinational pharmaceutical companies' activities on medicines communication & interactions.



IFPMA Codes applies to member companies and associations (direct members) and is a condition of membership; the Code also applies to companies belonging to national member associations (indirect members).



Code Operating Procedure



<http://www.ifpma.org/ethics/ifpma-code-of-practice/operating-procedure.html>

Working with Partners



Stakeholder engagement



Collective Action



Launched in January 2014

Consensus Framework for Ethical Collaboration

Four Overarching Principles

- Put patients first
- Support for Ethical Research and Innovation
- Ensure Independence and Ethical Conduct
- Promote Transparency and Accountability

**Implementation, monitoring and Reporting Mechanisms*



Putting patients first

Five global healthcare organizations sign Consensus Framework for Ethical Collaboration

IFPMA Code Website



IFPMA International Federation of Pharmaceutical Manufacturers & Associations

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IFPMA Code of Practice

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- [The IFPMA Code of Practice 2012 \(English\)](#)
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- [The IFPMA Code of Practice 2012 \(Japanese\)](#)
- [IFPMA Code of Pharmaceutical Marketing Practices 2006 \(EN\)](#)
- [IFPMA Code of Pharmaceutical Marketing Practices 2006 \(ES\)](#)
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- [IFPMA Code of Pharmaceutical Marketing Practices 2006 \(JP\)](#)

<http://www.ifpma.org/ethics/ifpma-code-of-practice/about-ifpma-code-of-practice.html>

IFPMA Code e-learning Tool

IFPMA Code of Practice 2012



Welcome to this e-learning module about the 2012 IFPMA Code

You can go straight to any of the signposted sections but we suggest that you work through each in turn to get full benefit.

This learning programme is not the definitive word on what is acceptable practice for any particular company in any particular country because additional, stricter company and/or national code rules may apply.

The rules set out here do however provide a basis onto which you can add national or individual company requirements.



1. Welcome And Introduction



2. Overview of the IFPMA Code



3. Key Topics



4. Case Scenarios



5. Test Your Knowledge

<http://www.ifpma.org/ethics/ifpma-code-of-practice/ifpma-online-code-training.html>