

IFPMA international codes update

***Speech to 9th International Pharmaceutical Compliance
Congress and Best Practices Forum
Brussels
13 May 2015***

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Why is any of this important ?....



IFPMA





Value of Ethical Promotion of Medicines



- Ethical promotion helps ensures that:
 - Healthcare professionals have **access to information** they require;
 - Patients have **access to the medicines** they need; and
 - That medicines are prescribed and used to **benefit patients worldwide**



Member companies



abbvie



AMGEN



AstraZeneca

BAUSCH+LOMB
See better. Live better.



A lot to discover
ESTEVE



Johnson & Johnson



Lilly



MERCK SHARP & DOHME



NOVARTIS



Piramal Healthcare
knowledge action care



SANOFI



Environment



Industry changes



Politics, budgets, regulators



Consumers & community



Technology

Many industries facing transparency



IFPMA



Pharmaceutical industry



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China | 6 August 2013 | Analysis | By Sheetal Sukhija

Recent 6 'Big Pharma' frauds

70

1

19

3

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Updated on 8 August 2013

TIME

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LIVRAISON GRATUITE DES 90.-

MEDICINE

Latest Big Pharma Scandal

its from drug companies are rampant and perfectly legal, which is why the new
e Act is the first step in cleaning up medicine

on Brownlee @ShannonBrownlee | Jan. 30, 2012 | 1 Comment

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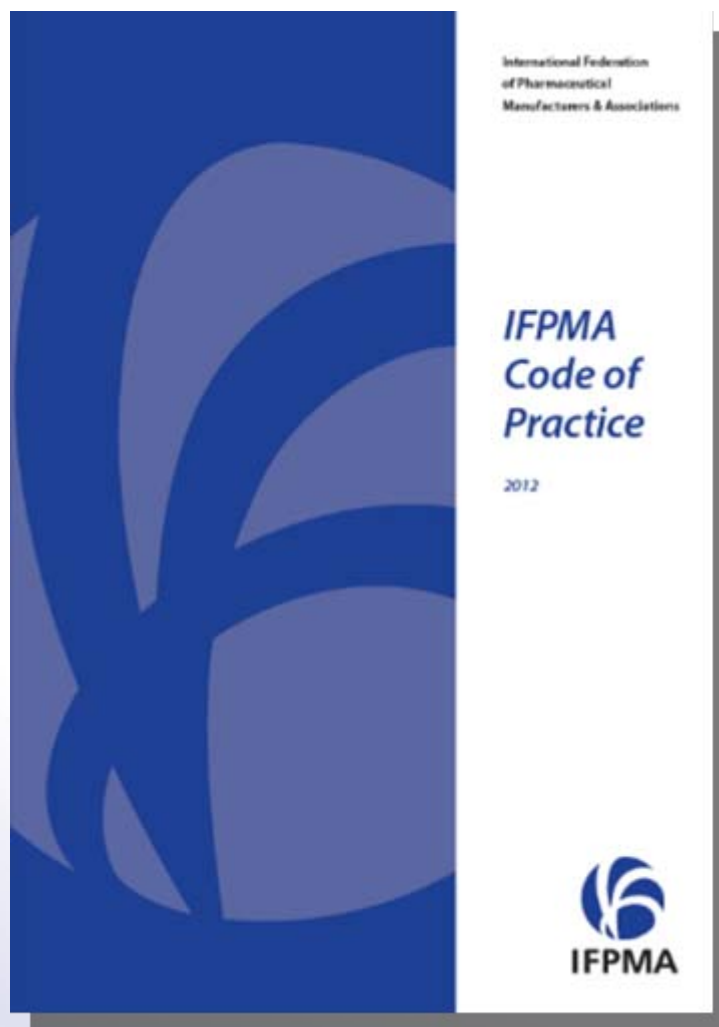
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yourself in front of your computer, looking
ation about a drug prescribed by your
our Internet search tells you that there is a
maybe even a generic version available, but
just paid top dollar for the brand name
also learn that another treatment may be
the prescription you just filled. Now
ou discover that your doctor gets paid by
factory to promote the drug to other



Code, ethics and reputation: current issues





2012 Revision: New Provisions



Fee for Services

– Covers consultancy, market research, advisory boards, etc.

Clinical Research & Transparency

– all human subject research should be scientific and educational in nature and must not be disguised promotion; Companies will disclose clinical trial information as set out in the joint statement*

Company Procedures and Responsibilities-

Includes scope, definition, declaration of involvement and restrictions on events

Support for Continuing Medical Education (CME)

– General statement on the value of CME and requirement that CME must be education in nature, fair and balanced

Interactions with Patient Organizations

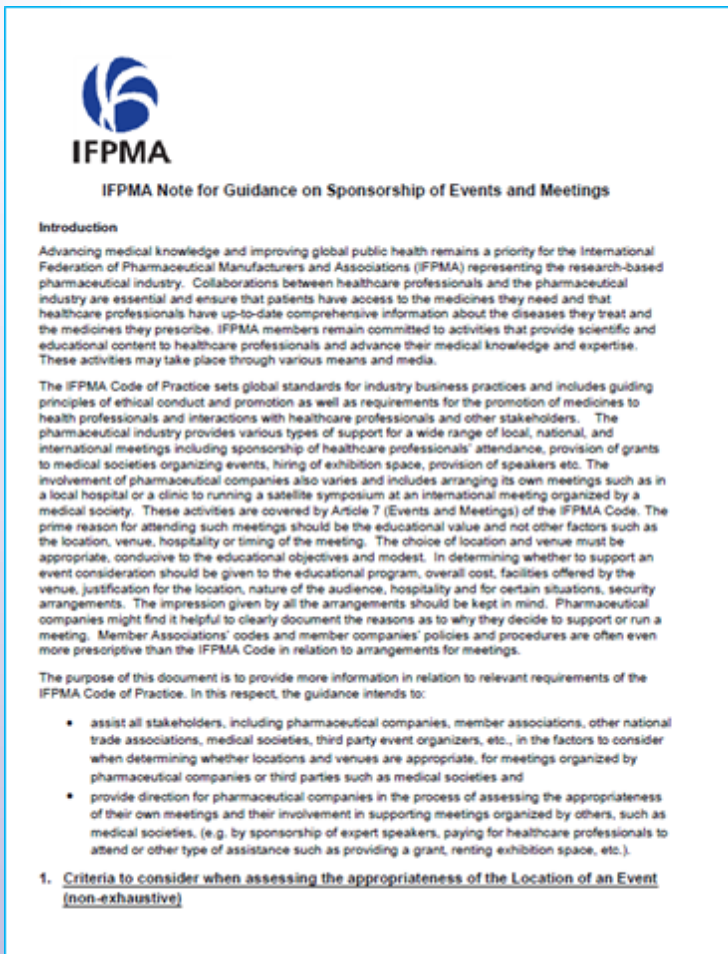
– Includes scope, definition, declaration of involvement and restrictions on events

*IFPMA/EFPIA/PhRMA/JPMA Joint Position on the Disclosure of Clinical Trial Information via Clinical Trial Registries and Databases (2009) & IFPMA/EFPIA/PhRMA/JPMA Joint Position on Publication of Clinical Trial Results in the Scientific Literature (2010)

IFPMA Note for Guidance on Sponsorship of Events and Meetings



Complements Article 7 of the IFPMA Code



1. Criteria to consider when assessing the appropriateness of the **Location** of an Event (non-exhaustive)
2. Criteria to consider when assessing the appropriateness of the **Venue** of an Event (non-exhaustive)
3. Criteria to consider when deciding **whether to support an event organized by a third-party** such as a medical society (non-exhaustive)
 - Scientific program
 - Entertainment, leisure activities meals
 - Accompanying persons
4. Other Criteria to Consider – **Official meeting materials and websites**

*Existing tools and resources

IFPMA Code: Working with Partners



January 2014



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

A Consensus Framework established for ethical 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 toolkit 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.

- Joint effort by the patients' organizations, healthcare professional and the pharmaceutical industry
- First global initiative of its kind
- Aims to serve the best interest of patients and ensure ethical behavior from all stakeholders

Code Applicability and General Information

	Affiliation	Country	First Established	First Enforced	Latest Revision	Year of Implementation	Does the code apply to Members?	Does the code apply to Non-members?	Is Code compliance mandatory?	Guiding Principles included?
GLOBAL	IFPMA	GLOBAL	1981	1981	2012	2012	YES	NO	REQUIRED	YES
AMERICAS	CAEME	ARGENTINA	2006	2007	2012	2012	YES	NO	REQUIRED	YES
	INTERFARMA	BRAZIL	2007	2007	2012	2012	YES	YES	REQUIRED	YES
	RX&D	CANADA	1988	N/A	2012	2012	YES	NO	REQUIRED	YES
	CIF	CHILE	2007	N/A	N/A	2007	YES	NO	REQUIRED	NO
	AFIDRO	COLUMBIA	2005	N/A	2010	2010	YES	NO	REQUIRED	YES
	IFI	ECUADOR	1981	2007	2012	2013	YES	NO	REQUIRED	YES
	CETIFARMA/AMIIF	MÉXICO	2005	2006	2012	2013	YES	NO	REQUIRED	YES
	PHRMA	UNITED STATES	2002	2002	2008	2009	YES	YES	VOLUNTARY	NO
ASIA PACIFIC	MEDICINES AUSTRALIA	AUSTRALIA	1960	1960	2012	2013	YES	YES	REQUIRED	YES
	RDPA	CHINA	2002	2006	2012	2012	YES	NO	REQUIRED	YES
	HKAPI	HONG KONG	1970	1970	2012	2013	YES	NO	REQUIRED	YES
	OPPI	INDIA	1984	1998	2012	2012	YES	NO	REQUIRED	YES
	IPMG	INDONESIA	2001	2001	2012	2013	YES	NO	REQUIRED	YES
	JPMA	JAPAN	1976	1976	2012	2013	YES	NO	REQUIRED	YES
	KRPIA	KOREA	2001	2006	2011	2011	YES	NO	REQUIRED	YES
	PHAMA	MALAYSIA	1978	1978	2012	2012	YES	NO	VOLUNTARY	YES
	PHAP	PHILIPPINES	1993	1993	2013	2013	YES	YES	REQUIRED	YES
	SAPI	SINGAPORE	1981	1981	2012	2012	YES	NO	REQUIRED	YES
	IRPMA	TAIWAN, R.O.C.	1994	2003	2012	2013	YES	NO	REQUIRED	YES
	PREMA	THAILAND	1987	1987	2012	2012	YES	NO	REQUIRED	YES
EUROPE REGIONAL	EFPIA	EUROPE	1991	1992	2013	2013	YES	YES	REQUIRED	YES
EUROPE	PHARMIG	AUSTRIA	1970	1970	2009	2009	YES	NO	REQUIRED	YES
	AIPM BELARUS	BELARUS	2006	2006	2007	2008	YES	NO	REQUIRED	YES
	PHARMA.BE	BELGIUM	1976	1976	2012	2012	YES	NO	REQUIRED	NO
	LEEM	FRANCE	2011	2011	2012	2012	YES	NO	REQUIRED	YES
	APCRG	GEORGIA	NOT YET	NOT YET	N/A	2013	YES	NO	REQUIRED	YES
	VFA/FSA	GERMANY	2004	2004	2012	2012	YES	YES	REQUIRED	YES
	IPHA	IRELAND	1960	1960	2012	2012	YES	YES	REQUIRED	YES
	FARMINDUSTRIA	ITALY	1978	1978	2012	2012	YES	NO	REQUIRED	NO
	NEFARMA	NETHERLANDS	1994	1994	2012	2012	YES	YES	REQUIRED	YES
	LMI	NORWAY	1994	1994	2011	2012	YES	NO	REQUIRED	YES
	APIFARMA	PORTUGAL	1987	1987	2011	2012	YES	NO	REQUIRED	NO
	AIPM	RUSSIAN FEDERATION	1998	1998	2012	2012	YES	YES	REQUIRED	YES
	FARMAINDUSTRIA	SPAIN	1991	1991	2010	2010	YES	YES	REQUIRED	YES
	LIF	SWEDEN	1969	1969	2012	2012	YES	YES	REQUIRED	NO
	SCIENCEINDUSTRIES	SWITZERLAND	1969	1969	2012	2012	YES	YES	VOLUNTARY	YES
	AIFD TURKEY	TURKEY	2004	2004	2013	2013	YES	NO	REQUIRED	YES
	ABPI/PMCPA	UNITED KINGDOM	1958	1958	2012	2012	YES	YES	REQUIRED	NO
MIDDLE EAST & AFRICA	IPASA	SOUTH AFRICA	1970	1970	2010	2012	YES	NO	REQUIRED	YES

THE IFPMA CODE IS A SELF-REGULATORY MECHANISM WITH A MULTIPLIER EFFECT



DIRECT MEMBERS:

IFPMA members, companies and national associations, are required to adopt the code



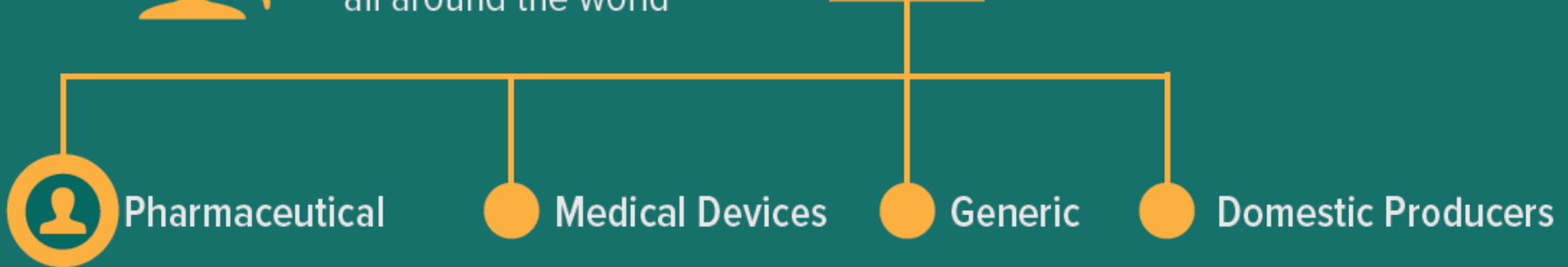
30

pharmaceutical
companies operating
all around the world



50

50 associations operating
in 50 different countries



INDIRECT MEMBERS: Any company that is a member of at least one IFPMA national association is covered by the IFPMA Code, wherever they operate. This includes pharmaceutical companies, and in some cases medical devices, generic and domestic producers.

The Mexico City Principles

*For Voluntary Codes of Business Ethics in the
Biopharmaceutical Sector*

Challenges Ahead



➤ **Transparency – bridging the gap at the global level**

- Disclosure of Payments to healthcare professionals
- Disclosure of Payments to patient organizations
- Clinical Research Results (successful and failed)

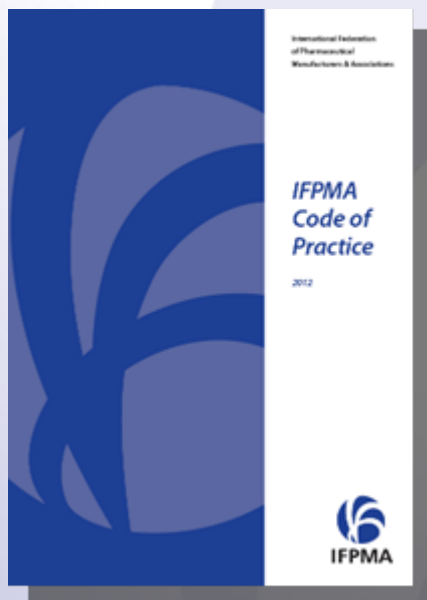


➤ **Social Media**

➤ **Sectoral Discrepancies – leveling the playing field among IFPMA members and non-members (i.e. domestic manufacturers, generics, devices, etc.)**

The rising tide lifts all the boats

- John F. Kennedy



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