



Compliance Best Practices in Colombia Latin American Compliance Roundtable

The First Latin American Pharmaceutical and Medical Device Compliance Congress

October 2nd – 4th, 2012. Sao Paulo - Brasil



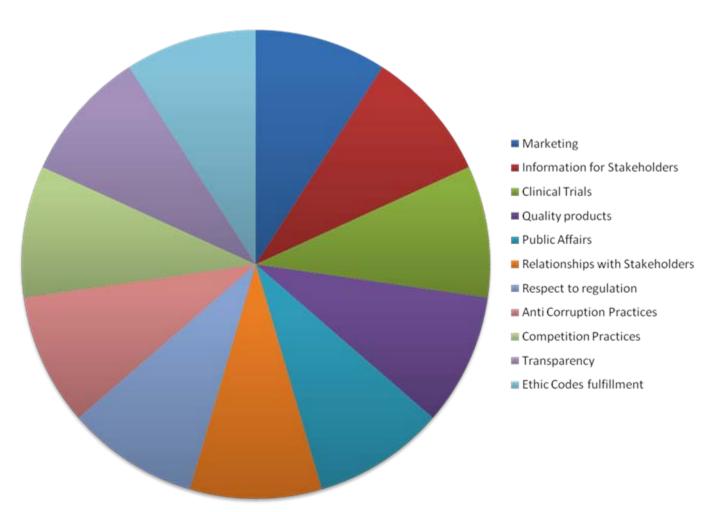


Total Compliance Concept

Sustainable Pharmaceutical Bussines require that the R&D Pharmaceutical companies act according to Compliance and Ethic principles in all aspects of their corporative life.



Then







1. AFIDRO's Ethical Code

Since 2006 AFIDRO's Code is according to the last IFPMA Code.

- ■Information for Physicians.
- Information for Pacients.
- •Quality Products.
- Hospitality.
- Clinical Trials.
- Marketing Rules and Promotional Activities.
- Relationships with Patients and Patientes´ Associations.
- Dispute Settlement.
- ■How the Code operates and a specific chapter on penalties.





2. Anticorruption Agreement

Similar in some ways to the Foreign Corrupt Practices Act (FCPA)

- Signed among the Industry and the Colombian Government in 2008
- Attacks directly corruption practices (if they exist).
- Compromises to acting against bribery.
- Transparency on contracts and public bids.
- ■The industry can't negotiate with persons or companies that have problems with drugs traffic, money laundry or not complying the labor law.
- Enforcement of labor law and improve the employees working conditions, if possible.





3. Agreement with the National Medical Association

Since 2010 and includes more than 50 Medical Specialized Associations

- ■Rules the relationship between industry and Physicians and Physicians Associations.
- ■Recognizes the independence of the health professionals and, at the same time, the independence of the industry.
- Shows to the Government and to the society that a relationship between industry and physicians is possible.
- It is possible to keep ethic and professional independence.
- ■The industry can support medical education.





4. AFIDRO's Ethical Code verification

Starting this year.

- Similar process to CETIFARMA project (Seal of Companies with Transparency Practices)
- External auditor
- Verify the fulfillment of the Ethical Code of AFIDRO by each company





Thanks

You can consult on <u>WWW.afidro.org</u>

Clicking on 'Códigos de Conducta'