

3rd Asia Pacific Pharmaceutical Compliance Congress

JPMA Code Update

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The JPMA Code of Practice

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JPMA Code of Practice (COP)

Aim: Ensure ethical interactions between companies and stakeholders

Scope: All employees, Top Management, Third parties

vs. HCOs, HCPs, Researchers, Patient Organizations, Wholesalers

Transparency
Guideline (HCP)

Transparency
Guideline (PO)

Clinical Trial
Transparency

1. Studies and research activities

2. Information Dissemination Activities

3. Collaboration with Patient Groups

4. Relationship with Wholesalers

Sept. 2012

JPMA Promotion Code (PC)

Aim: Ensure ethical promotion to HCPs / HCOs.

Scope: Sales & Marketing vs. HCPs & HCO's

Fair Competition Code (FCC)

Aim: Prevent Unfair Inducements of Transactions

Scope: Sales & Marketing vs. HCPs & HCO's

JPMA Transparency Guideline



- JPMA's voluntary initiative for further transparency to gain higher trust & understanding
- Agreed by JPMA members in 2011
- Scope of Disclosure (5 categories)
 - A. R&D expenses (Annual total amount)
 - B. Academic research grants (Names of individual HCOs and amount)
 - C. Honoraria (Annual total amount, Names of individual HCPs)
 - D. Payments related to provision of information (Annual total amount)
 - E. Other Payments (Annual total amount)
- Overcoming challenges, disclosure of payments for fiscal 2012 has started this year.

Conclusion

- **Social expectations for stronger ethics and greater transparency are increasingly rising.**
- **JPMA and memberships have showed leadership in reinforcing the codes and improving transparency to maintain trust**
- **Further accountability is indispensable (beyond code compliance)**

Thank you