



Industry and Corporate Standards

- consolidation, harmonization and practical implementation of Codes

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INDUSTRY COMMITMENT TO ETHICAL STANDARDS

- Developing new medicines: our raison d'être
- Credence products
- Development model (innovation system) based on partnership
- "Trust is our licence to operate"

RENEWED COMMITMENT TO ETHICAL PROMOTION

- Companies focus on compliance and accountability
- New national/regional codes
- New IFPMA Code
- Code coverage boosted (>50 national codes)

CODE DEVELOPMENTS

- Non-interventional studies (Europe, Canada...)
- Sponsorship of patient organisations (Europe)
- Disclosure of educational activities (Australia)
- Sales practices (gifts, lunches...) (USA)
- CME (USA)
- Disclosure of financial payments (companies, pending US legislation)

MAKING IT WORK

- Different rules in different geographies
- Coverage (non-members)
- Attitude of physicians (“demand side”)

Solutions

- Greater collaboration to prevent mishaps
- Partnerships with stakeholders (NL, DK, Mexico)
- Co-regulatory schemes (SA, China...)

NEED TO KEEP CODE ALIVE

- Living standards
- Listen to all parties
- Key is transparency
“The light of day is the best disinfectant”

If you want to be a partner
to the health care system:

Behave like one!

Thank you



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