The IFPMA Code of Practice (2012)

The IFPMA Code:
Condition of IFPMA Membership

- Requires that promotional activities be carried out in a responsible, ethical and professional manner

- Seeks to ensure that therapeutic choices of doctors should be based on objective information, and not swayed by nonscientific or non-transparent considerations

- Supports patient safety and full information to health care professionals

IFPMA Code of Practice 2012

IFPMA Code of Practice – Key changes

Key Changes

- **Scope:** covers all interactions w/ HCPs, medical institutions and patient organizations

- **Principles:** high-level & guiding principles that speak to the spirit of the Code

- **Interactions w/ HCPs:** stricter provisions

- **Samples:** Given only to prescribing HCPs

- **Code Operating Procedure:** requires a Compliance Statement

New Provisions

- **Fees for Services:** consultancy, market research advisory boards, etc.

- **Clinical Research and Transparency:** all human subject research should be scientific and educational in nature

- **Support for CME:** Must be educational in nature, fair and balanced

- **Interaction w/ Patient Orgs:** Includes scope, definition, declaration of involvement and restrictions on events

- **Company Procedures and Responsibilities:** all relevant employees to receive training appropriate to their role

What does it mean in practice?

Global Implementation:
1st September 2012

- The IFPMA Code and the operating procedure of the IFPMA Code are **directly applicable in countries where there are no national codes**

- IFPMA Code and its operating procedures shall also apply in all cases where a company commits a breach of the IFPMA Code in territories where there are national codes adopted by the respective member association **but the member company** in alleged breach **is not a member of that association**

- Increased global standard on how pharmaceutical companies conduct business and interact with key stakeholders

- Will require national and company codes to be revised as necessary to align with changes and new provisions of the IFPMA Code

- Training and communication
  - Workshops
  - IFPMA Code Online Training Tool

IFPMA Code Website

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

IFPMA

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