

*Caring  
Ethics  
Science*





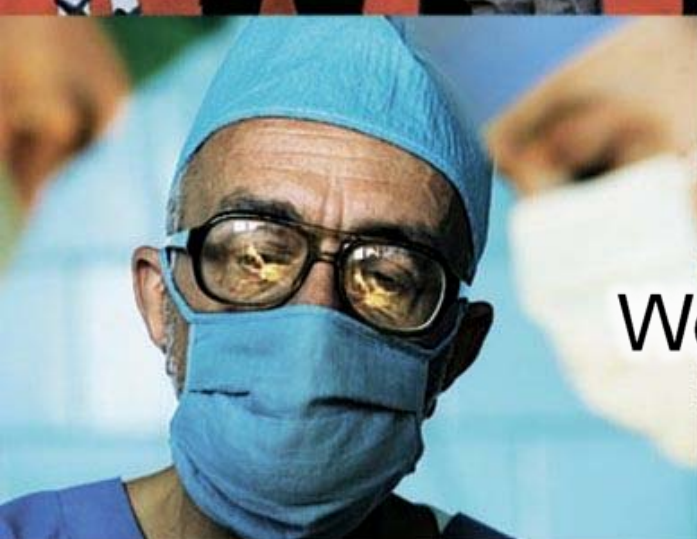
Latin American Pharma/Device Congress  
29th July 2014, Mexico City



Establishing the  
Consensus Framework  
for Ethical Collaboration:  
Patients, HCPs and Industry



Professional Aspects



Otmar Kloiber  
World Medical Association

**Latin American Pharma/Device Congress  
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# Health Professional Groups



International Council of Nurses  
(ICN)



International Pharmaceutical  
Federation (FIP)



World Medical Association  
(WMA)

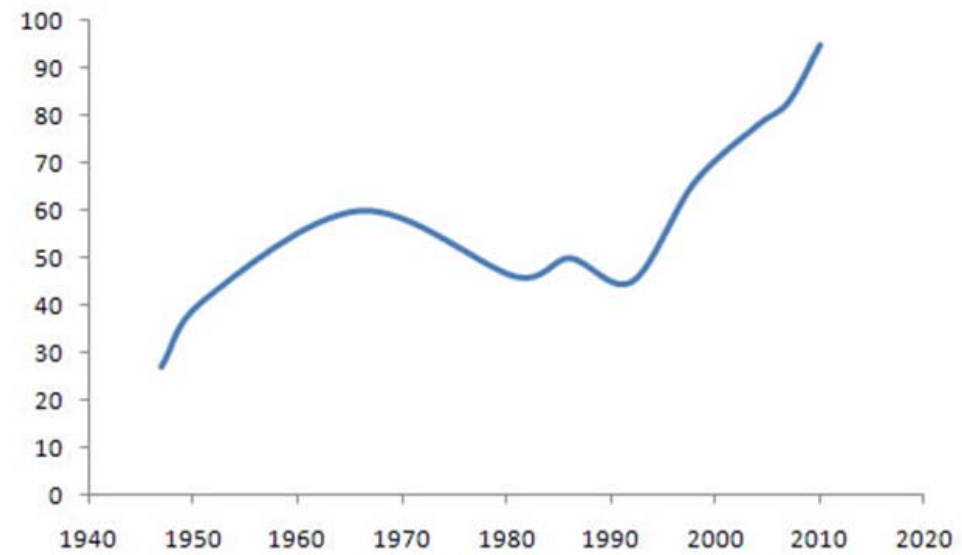
# WMA Vision



The World Medical Association (WMA) is the global federation of National Medical Associations representing the millions of physicians worldwide. Acting on behalf of patients and physicians, the WMA endeavors to achieve the highest possible standards of medical care, ethics, education and health-related human rights for all people.



# Membership



Evolution of Membership (national associations):  
Source: Dr Thomas Richard Davies, City University London

106 National Medical Associations from around the World representing more than 9 million physicians.

Individual physicians can join as Associate Members.

# Fields of Activities

- reaching global consensus on medical ethics
- guidance on problems of medical ethics
- socio-medical affaires
- representation to international Organizations e.g. UN, WHO, UNDP, UNESCO, UNICEF, ILO, IOM, IFPMA
- support for the regional and national physicians associations (on request)
- support for the development of physicians' self-government
- projects along this line

# Putting Patients First – The Consensus Framework for Ethical Collaboration

Why is it necessary?

Where can it be helpful?





# Who is good, who is bad?

The paradigm of the evil industry is wrong

Corruption is a matter of choice - on all sides

“There is no such thing as a free meal”

But: To have interests is legitimate!

# Do we need to interact?

Health care is a highly cooperative and interdisciplinary effort

All participants and contributors must be able to interact and to cooperate

Coalitions are a legitimate right in a free society

# Transparency & Independence

Health is a matter of trust –  
this trust requires responsibility

Responsibility for professionalism, quality, safety,  
confidentiality, privacy and accountability

But also transparency  
when interests are **or may be** in conflict

Independence is the key for professional autonomy –  
autonomy to guaranty the best treatment possible  
for our patients

# Can we get along?

We have to!

Codes of ethics

Agreements

Penal codes

# Codes of Ethics

International Code of Medical Ethics  
Declaration of Geneva  
Declaration of Helsinki

WMA STATEMENT  
CONCERNING

THE RELATIONSHIP BETWEEN PHYSICIANS AND  
COMMERCIAL ENTERPRISES

Adopted by the WMA General Assembly, Tokyo, Japan, October 2004  
and amended by the WMA General Assembly, New Delhi, India, October 2009

# Checks and Balances

## WMA Views

All partners in health care must be able to cooperate

Clinical independence and professional autonomy  
must be preserved

**Best protection: No payments in private pockets**

Transparency on **all financial ties** allows judgment  
and preserves trust

# Checks and Balances

## The Consensus Framework



Bringing our points of view together  
Offering a common set of rules  
Facilitating cooperation and coalition building  
Fostering health care interests and fighting  
corruption  
Giving example – inspiring change

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[www.wma.net](http://www.wma.net)