

# Mini Summit – Compliance Risks in Patient Interactions

**Moderator:** *Maija Burtmanis*, LLB/BSc LLM

**Panelists:** Redentor Romero (Takeda),  
Richie Ybanez (Novartis)  
Yuet Ming Tham (Sidley)

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# Patient Interactions

## Topics to be Covered:

1. Laws & Industry Rules – Do's and Don'ts
2. Patient Testimonials – The Patient Journey
3. In Home Interviews
4. Patient Support or Access Programs

# Introduction

**Industry aspires to be recognised as “patient centric” in addressing healthcare issues.**

- Patients and the Pharma industry have many interests in common.
- There are benefits for both Patients and Industry.
- By working and interacting with Patients (& Patients Groups), Industry can learn about the “patient journey” and unmet medical needs, in order to better understand and address patients’ / caregivers’ needs and concerns.
- Pharma companies are in a unique position to provide high-quality, reliable information on diseases to help support programs that improve the lives of people and/or patients’ adherence with treatment programs.
- Notably, “Informed patients are healthier patients” (EFPIA statement).

# Patient Communications to Industry

- **Communication from Patients to Industry:**

An individual patient might share his “patient journey” with industry members, company employees & intermediary advisors / consultants.

The purpose of these events is to enhance knowledge regarding the patient disease and gain insights from the Patient about his / her personal experience with a condition.

- **General Principles to be followed:**

Contact with patients must be established via an intermediary (e.g. Physicians / Patient group / Specialized agency) retained by Industry.

The intermediary shall inform the Patients about the proposed interaction with regards to the purpose of the testimonial / interviews and the logistics.

It is not recommended to give compensation to Patients for testimonials. Pay attention to the risk of presenting a “professionalized” Patient – doesn’t look good. Reasonable travel expenses can be reimbursed.

Patient consent form to be signed to allow Industry to use / record / publish the Patient’s interview or testimonial

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