

Annual update on Ethics & Business Integrity at IFPMA

International Federation
of Pharmaceutical
Manufacturers and
Associations

Sofie Melis

Head of Ethics & Compliance



IFPMA members | Pharmaceutical Manufacturers

abbvie



AMGEN



AstraZeneca



Chiesi



Lilly



Johnson & Johnson



MERCK



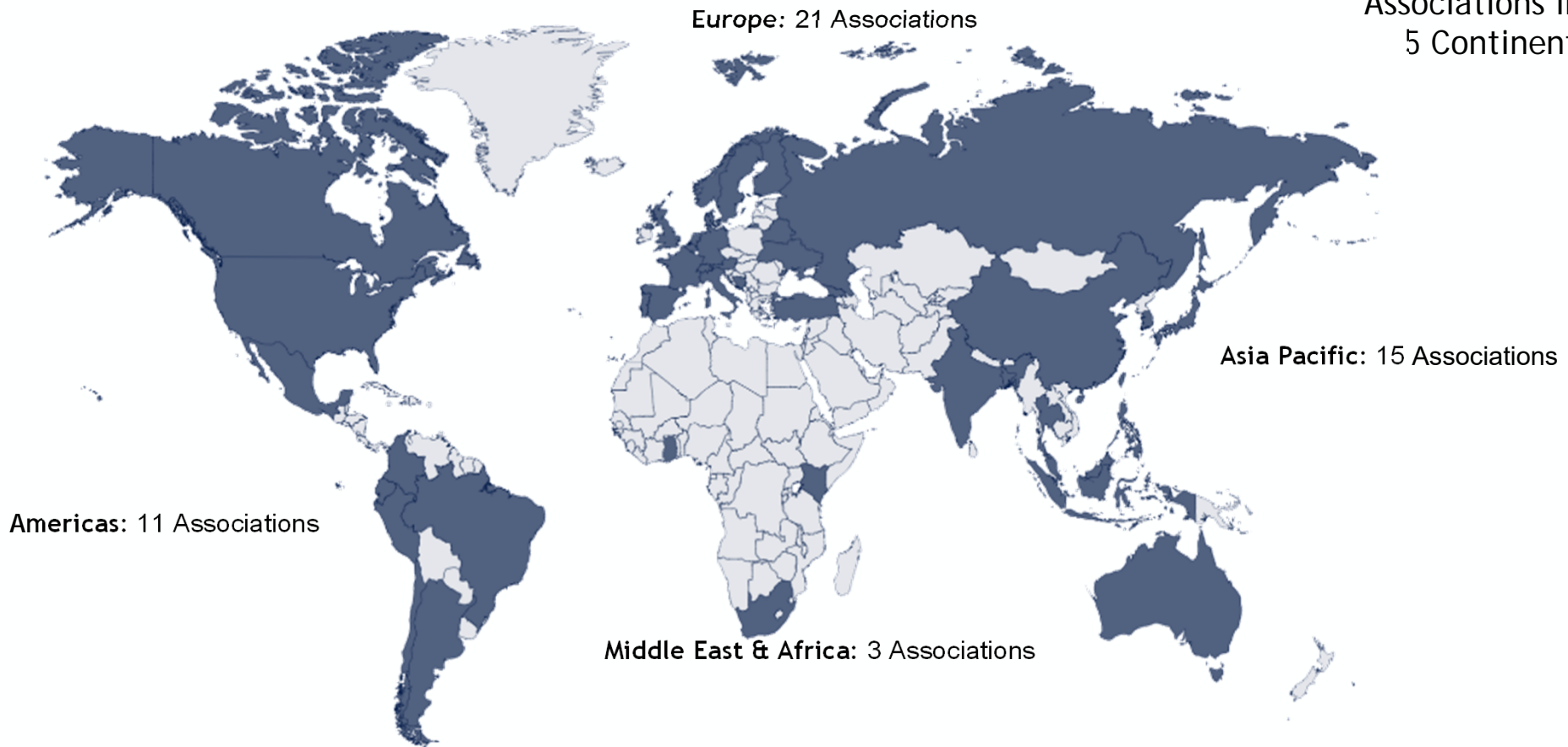
NOVARTIS



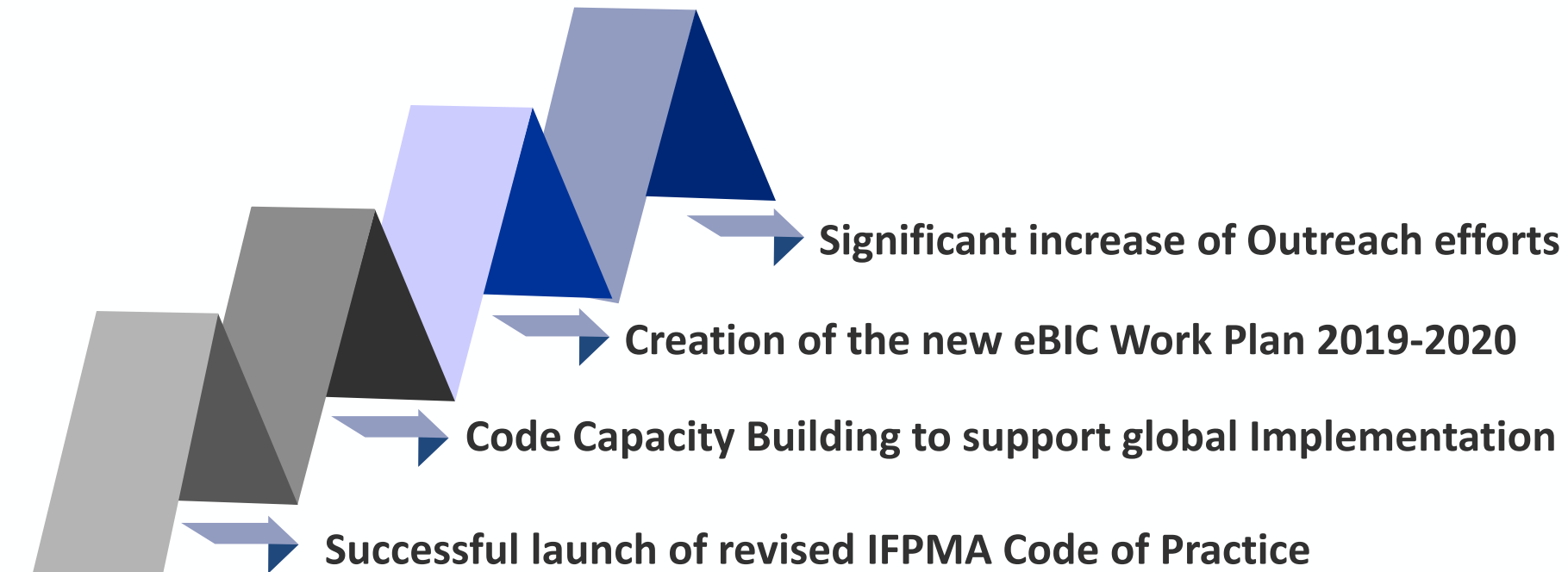
IFPMA members | Associations

50

Associations in All
5 Continents



An exciting year for the Ethics & Business Integrity Committee (eBIC)



In a nutshell: the Code changes 2019



Full ban on Gifts

→ **Ban on Gifts:** Gifts for personal benefit already banned since 2012 but as of January 2019, no more exceptions, i.e. cultural courtesy gifts (e.g. mooncakes, condolence payments) also prohibited.

→ **Aligned IFPMA Code to member association codes** such as EFPIA and PhRMA where a ban has been in force for several years (gifts and promotional aids).



Ban on Promotional Aids (for Rx-based medicines)



→ **Non-monetary reminder items: *Examples:*** post-its, mouse pads, calendars, plasters, bags or binders etc.

→ 2012 Code allowed if relevant to the practice of the HCP, but now full ban in relation to the promotion of **prescription-only medicines.**

However excluded for:

- The promotion of over-the-counter medicines if relevant to the practice of the HCP.
- Pens and notepads at company organized events for the purpose of taking notes during the meeting. (Not product, only company branded, of minimal value and in the necessary quantity for the purpose of the event).

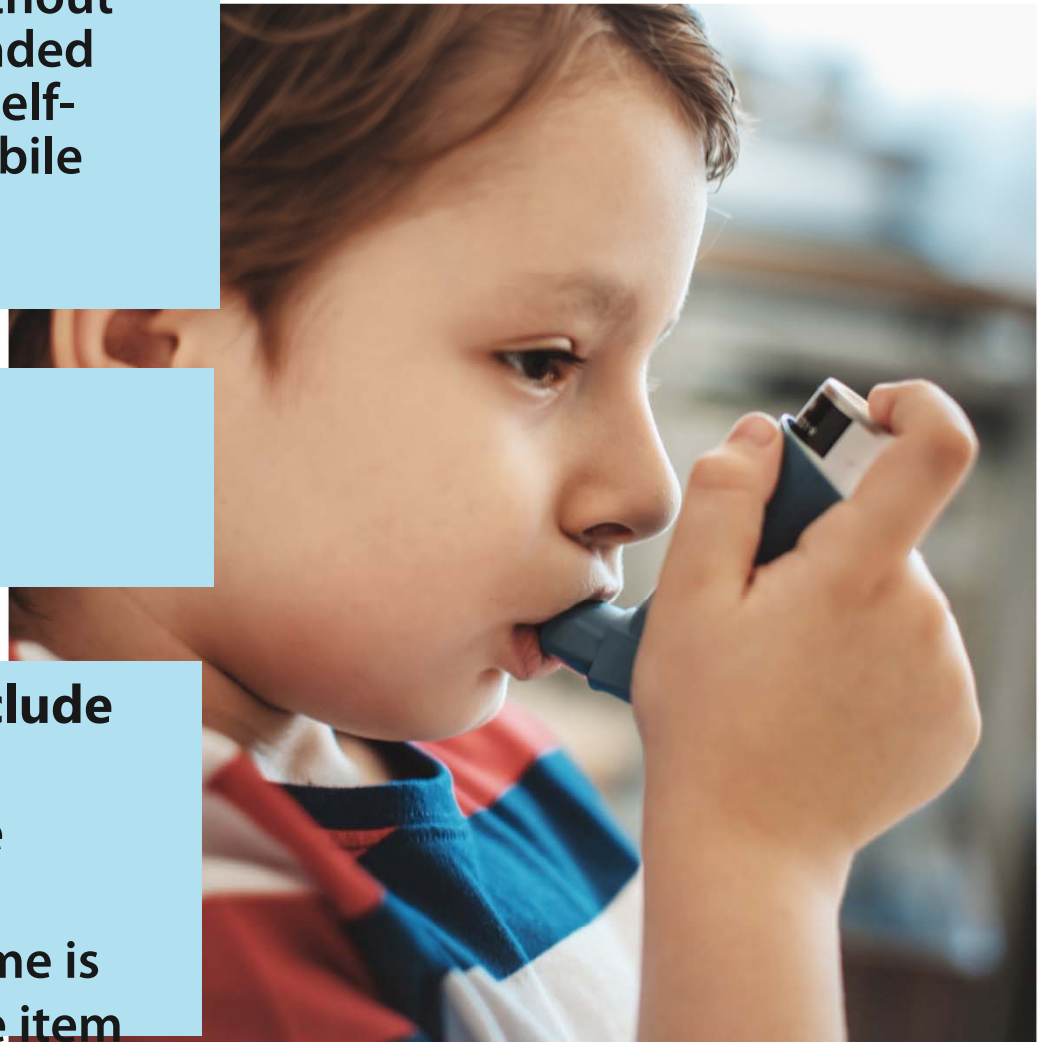
✓ **Covered in new Q&A**

Further restriction on Items of Medical Utility

→ **Examples:** inhalation devices (without active ingredient) or devices intended to assist patients to learn how to self-inject, software or software or mobile apps (e.g. BMI calculator).

→ **Already restricted in 2012, but now further clarified.**

→ **Items of Medical Utility can include the company name, but must not be product branded, unless the product's name is essential for the correct use of the item by the patient.**



New category of Informational or Educational Items

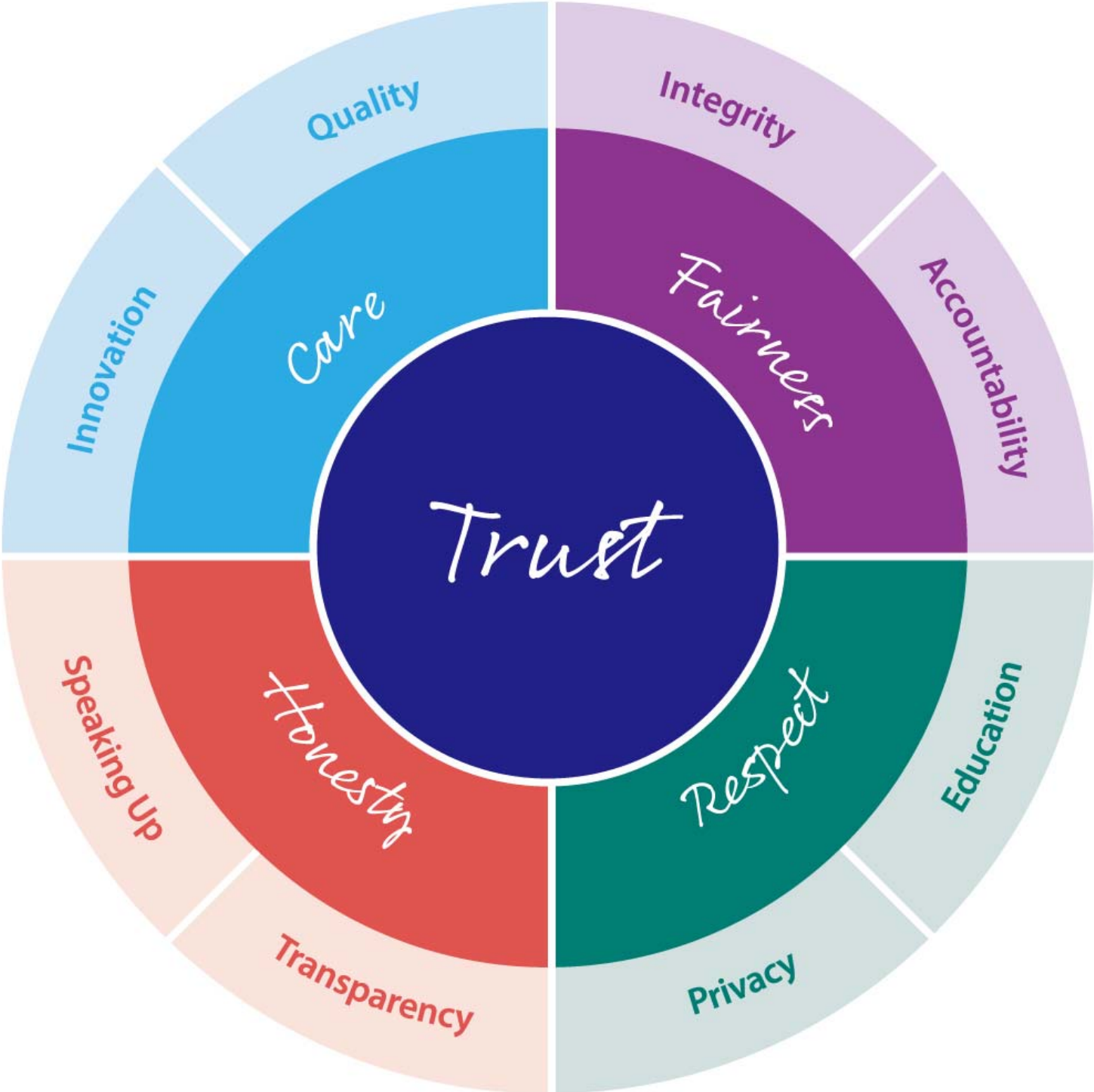
- **New section under chapter 7.5 “Gifts and other Items to HCPs”.**
- **Such items may be provided to HCPs for their education or for the education of patients, provided that the items are primarily for educational purposes and do not have independent value.**

Examples:

Scientific books, journal subscriptions, memory sticks with educational data.



Our Ethos



Code Capacity Building

Great opportunity for members to get involved as a trainer

1

September 2018 in
Accra (Ghana)



2

April 2019 in
Mexico City



eBIC Work Plan 2019-2020

Living Our Ethos

Patient Centricity

**Future Health
Technologies**

**Responsible
Engagements
with Stakeholders**

**Innovative
Models**

**Code Capacity
Building**

**Outreach IGOs
and NGOs**

Increased Outreach activities

Partnerships that improve healthcare delivery and outcomes for patients

1

IFPMA is strongly involved in intergovernmental organizations in which it represents the industry.

e.g. as Co-chair of the **Business Ethics for APEC SMEs Initiative**



2

IFPMA brings multiple stakeholders together

e.g. in the **Consensus Framework for Ethical Collaboration**



Consensus Framework for Ethical Collaboration between Patients' Organisations, Healthcare Professionals and the Pharmaceutical Industry

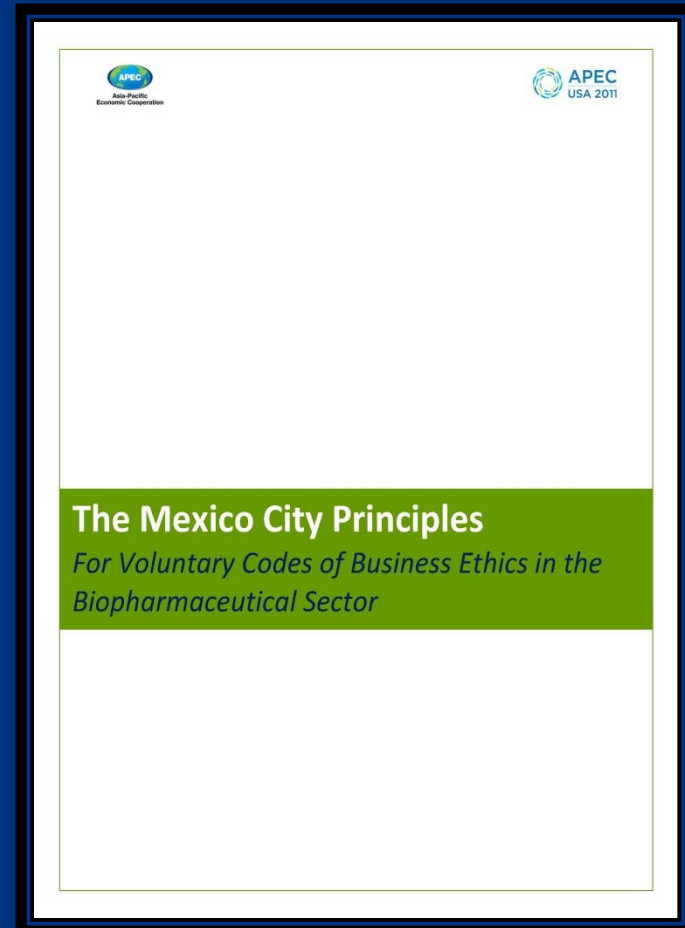
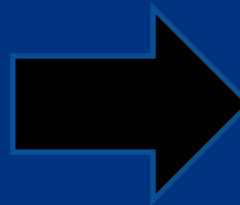
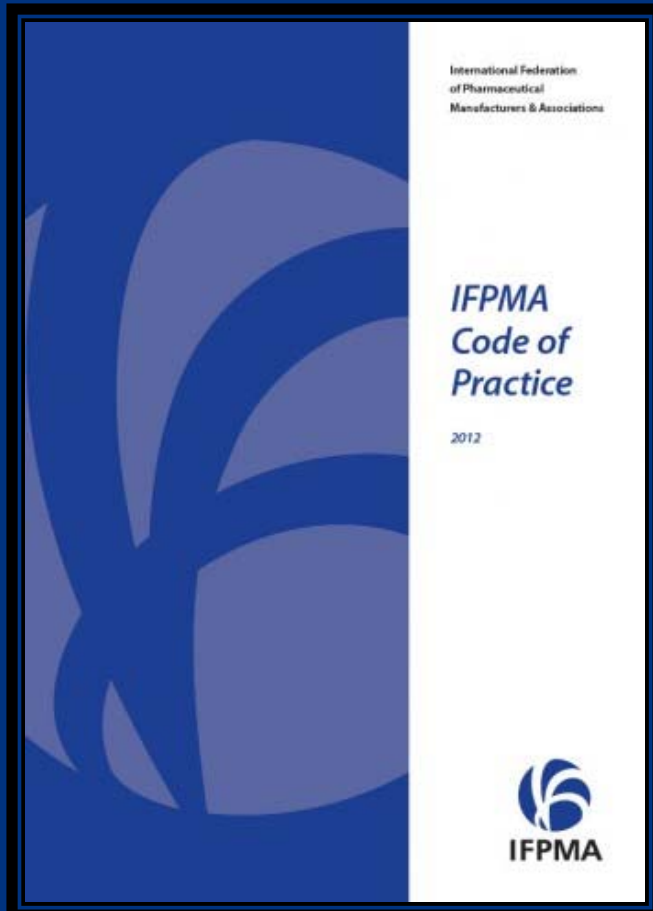
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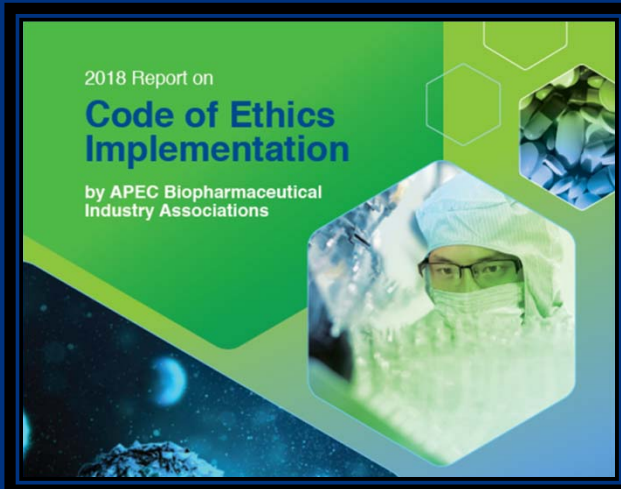
Asia-Pacific
Economic Cooperation

Business Ethics for APEC SMEs
Biopharmaceutical Sector

Origins



Strategic Outputs



Code Adoption
&
Implementation



Annual Forum



Consensus
Frameworks

The Global Consensus Framework on Ethical Collaboration





**Asia-Pacific
Economic Cooperation**

Business Ethics for APEC SMEs
Biopharmaceutical Sector

2019 APEC BUSINESS ETHICS FOR SMES FORUM

9 – 10 September | Santiago de Chile



Many thanks!

Questions?

www.ifpma.org

