

Global Compliance: Reports from the Field Asia Pacific

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Gordon M. Chapman
Bristol-Myers Squibb Company

Current Areas of Focus

Korea

- **Government agencies involved (KFTC, MoHW, KFDA) have made promotional spending a key enforcement priority**
 - **Formula driven reimbursement price reductions for promotional spending violations**
 - **“Dual Punishment” system (effective 11/28/2010) sanctions both companies and physicians for the payment of illegal rebates**
- **New KPMA Code (effective April 1, 2010) restricts grants and sponsorships, sets limits on speaking and consulting fees and imposes more extensive reporting requirements**
 - **Companies are not supposed to select the recipients of sponsorships and research grants**
 - **All fee for service arrangements with physicians must be reported to KPMA within 10 days of payment**

Current Areas of Focus

India

- New Medical Council of India regulations effective this year prohibit physicians from accepting gifts, hospitality, travel expenses or accommodation from a pharmaceutical company
 - Fee for service arrangements are permitted, but the traditional model of sponsoring physicians to attend conferences is no longer allowed
- The OPPI (Organisation of Pharmaceutical Producers of India) Code of Pharmaceutical Marketing Practices has been amended to align with the MCI regulations

Current Areas of Focus

Japan

- **JPMA transparency initiative**
- **Reports of Fair Competition Code enforcement proceedings involving “luxurious and excessive” spend on hospitality and abuse of advisory boards**
- **Is Japan finally getting serious about compliance?**

Current Areas of Focus

China

- **Interplay of AIC “commercial bribery” investigations and the FCPA**
- **Ongoing anti-corruption efforts in China**
- **What does the US government want ??**