

IFPMA Code of Practice 2012

Heather Simmonds
IFPMA CCN Vice-Chair and Director, ABPI/PMCPA UK

**IFPMA/PhAMA Event on Ethical Collaboration
10 September 2013, Kuala Lumpur, Malaysia**

Our Role and Commitment



International Federation
of Pharmaceutical
Manufacturers & Associations

*IFPMA
Code of
Practice*

2012



Focused on serving the best interests of patients, we have a moral obligation to communicate and participate in all relationships with integrity, accuracy and clarity. The IFPMA Code of Practice is a tangible example of the research-based pharmaceutical industry's commitment to making a strong contribution to global public health while adhering to the highest standard of practice.

A handwritten signature in black ink that reads 'Eduardo Pisani'.

Eduardo Pisani

Director General

International Federation of Pharmaceutical
Manufacturers and Associations (IFPMA)

Requirements of the Code



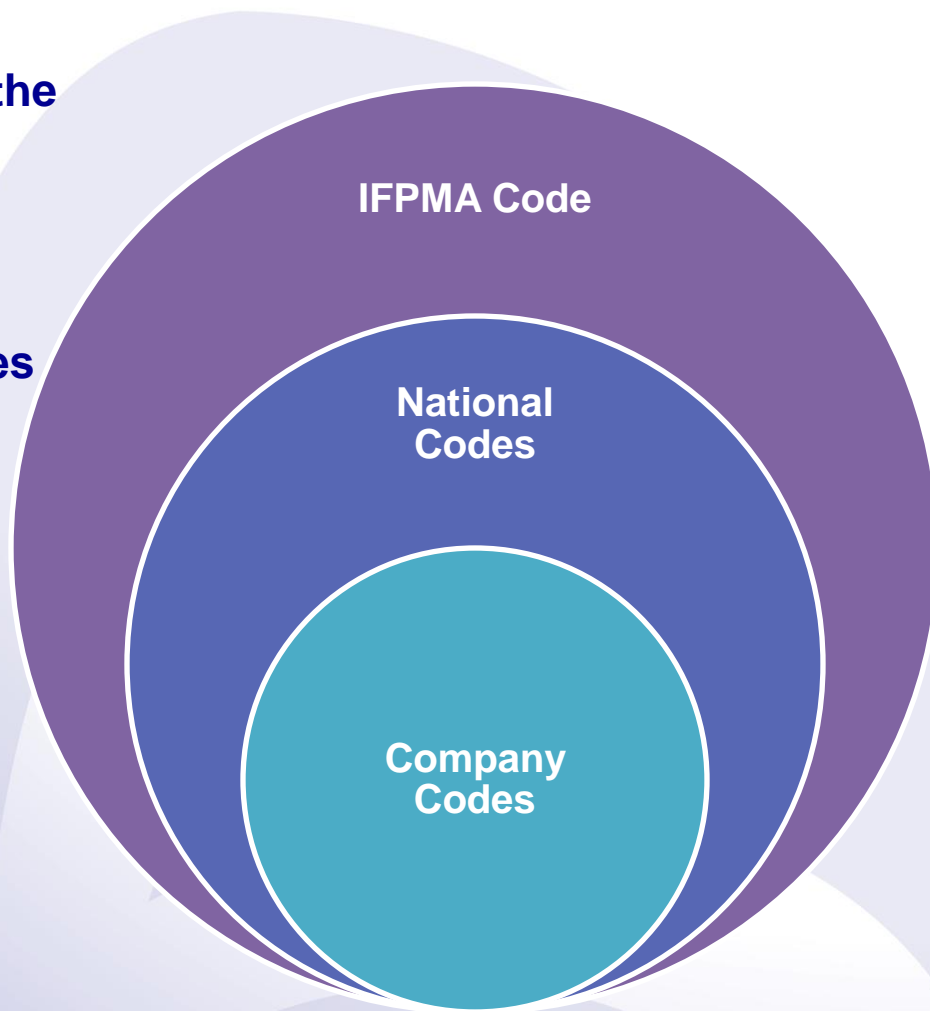
The IFPMA Code is guided by 10 high-level principles and requires that:

- patient safety and full information to health care professionals is the primary objective;
- promotional activities are carried out in a responsible, ethical and professional manner
- therapeutic choices of doctors should be based on objective information, and not swayed by nonscientific or non-transparent considerations
- a balance is sought between the needs of patients, health professionals and the general public

IFPMA Code – Global Standard



IFPMA Codes sets the global standard for research-based Multinational pharmaceutical companies' activities on pharmaceutical promotion and interactions.



IFPMA Codes applies to member companies and associations (direct members) and is a condition of membership; the Code also applies to companies belonging to national member associations (indirect members).

IFPMA Code Coverage



- **The IFPMA Code DOES regulate:**

- Standards of promotional information incl. promotional material
- Pre-approval Communications & Off-label Use
- Interactions with key stakeholders incl sponsorship to scientific congresses
- Samples
- Etc.

- **The IFPMA Code DOES NOT regulate:**

- Pricing and Terms of Trade
- Communication with the Public
- Disclosure of Payments to HCPs, Patient Organizations and Medical Institutions

2012 Revision: Key changes



IFPMA



Scope – extended to cover interactions with healthcare professionals (HCPs), medical institutions and patient organizations

Principles – high-level guiding principles developed that speak to the spirit of the code

Interactions with HCPs – more clarity on provisions relating to hospitality, entertainment, gifts and samples

Code Operating Procedure – more detail regarding complaint processing and breach remedies

2012 Revision: New Provisions



IFPMA



Fee for Services

– Covers consultancy, market research, advisory boards, etc.

Clinical Research & Transparency

– all human subject research should be scientific and educational in nature and must not be disguised promotion; Companies will disclose clinical trial information as set out in the joint statement*

Company Procedures and Responsibilities-

Includes scope, definition, declaration of involvement and restrictions on events

Support for Continuing Medical Education (CME)

– General statement on the value of CME and requirement that CME must be education in nature, fair and balanced

Interactions with Patient Organizations

– Includes scope, definition, declaration of involvement and restrictions on events

*IFPMA/EFPIA/PhRMA/JPMA Joint Position on the Disclosure of Clinical Trial Information via Clinical Trial Registries and Databases (2009) & IFPMA/EFPIA/PhRMA/JPMA Joint Position on Publication of Clinical Trial Results in the Scientific Literature (2010)

DOs & DON'Ts



GO

ALLOWED

- Promotional Aids (strict provision)
- Items of Medical Utility (strict provision)
- Hosting of scientific promotional meetings
- Limited sponsorship to genuine scientific event
- Cultural Courtesy Gifts (i.e. inexpensive gifts not related to medical utility, and only if allowed by local law)
- Meals/Dinners if in connection to an event and secondary
- Etc....



NOT

ALLOWED

- Monetary Gifts
- Personal Gifts (i.e. flowers, jewelry, cars, etc.)
- Recreational Activities (i.e. golf, tickets to sporting events, concert, vacations, etc.)
- Sponsoring of family events or paying for a guest/companion
- Meals/Dinners if not in connection to an event
- Any form of entertainment (i.e. company paid for musical performance during dinner)
- Etc.....

What does it mean in practice?



IFPMA



Global implementation: 1st September 2012

- Increased global standard on how research-based pharmaceutical companies conduct business and interact with key stakeholders
- **Direct applicability** of the IFPMA Code and the operating procedure of the IFPMA Code are **in countries where there are no national codes or where a member company may not be a member of the local association**
- Requires national and company codes to be revised as necessary to align with new provisions of the IFPMA Code

IFPMA Code Compliance Network (CCN) & Resources

Tamara Music
Manager, Code Compliance, IFPMA



**IFPMA/PhAMA Event on Ethical Collaboration
10 September 2013, Kuala Lumpur, Malaysia**

Code Compliance Network (CCN)

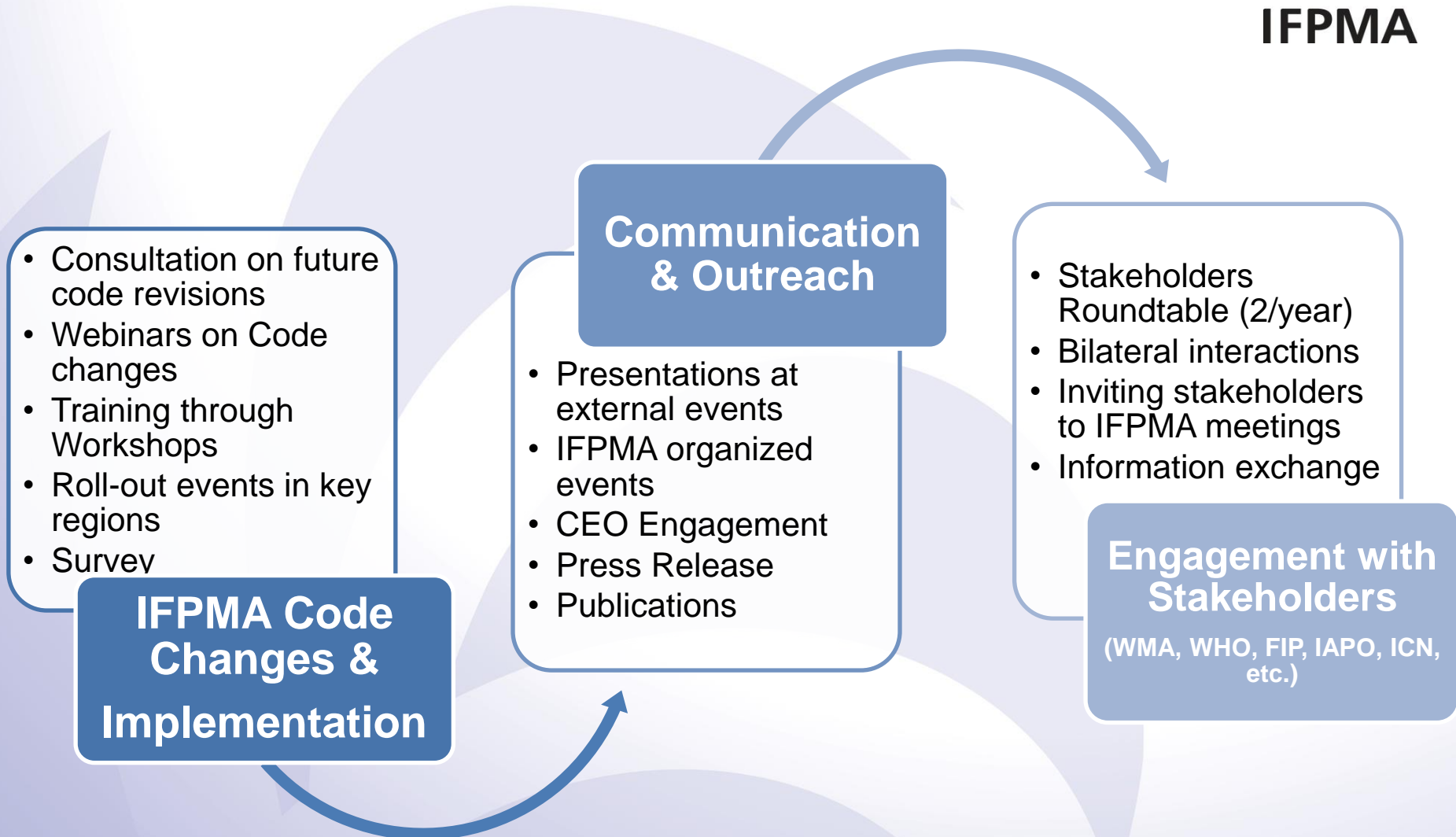


IFPMA

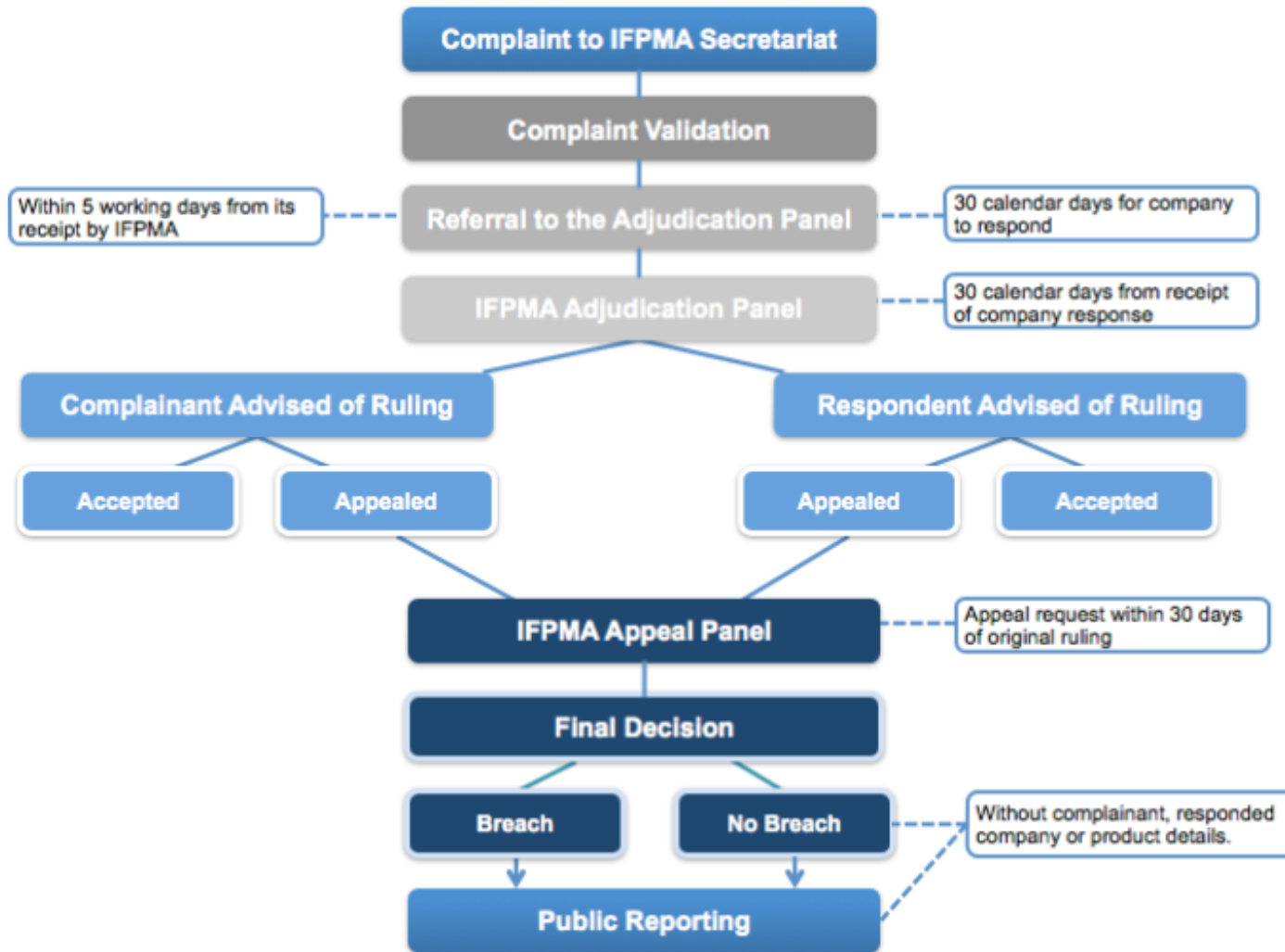


- **Established in 2006**
- **Gathers worldwide experts to discuss latest developments and issues in the field of ethical promotion of medicines**
- **Composed of at least one representative from each IFPMA member association & member company**
- **Currently the network has over 100 members**

IFPMA CCN – Key Activities



Code Operating Procedure



<http://www.ifpma.org/ethics/ifpma-code-of-practice/operating-procedure.html>

IFPMA Code Website



IFPMA International Federation of Pharmaceutical Manufacturers & Associations

Search GO

Home About IFPMA Global Health Innovation Quality Ethics News Resources Events

IFPMA Code of Practice Clinical Trials Portal Doping in sport

About IFPMA Code of Practice Code Compliance Network IFPMA Code of Practice IFPMA Online Code Training Global Code Association Codes Company Codes Operating Procedure How to File a Complaint? Complaint Submission Page Comparison

Home / Ethics / IFPMA Code of Practice / About IFPMA Code of Practice [Send to a friend](#) | [Print](#)

IFPMA Code of Practice

Related Content

- [The IFPMA Code of Practice 2012 \(English\)](#)
- [The IFPMA Code of Practice 2012 \(Spanish\)](#)
- [The IFPMA Code of Practice 2012 \(French\)](#)
- [The IFPMA Code of Practice 2012 \(Japanese\)](#)
- [IFPMA Code of Pharmaceutical Marketing Practices 2006 \(EN\)](#)
- [IFPMA Code of Pharmaceutical Marketing Practices 2006 \(FR\)](#)
- [IFPMA Code of Pharmaceutical Marketing Practices 2006 \(ES\)](#)

<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



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>