

*IFPMA/PhAMA Event on Ethical
Promotion of Healthcare Products: Need
for Multi-Stakeholder Collaboration
PARKROYAL Kuala Lumpur Hotel, Kuala
Lumpur, Malaysia
10th September 2013, 9h30 – 12h15*

Ethical standards in healthcare *product* promotion – the health professionals perspective

- Dr Koh Kar Chai
- Hon. Deputy Secretary
- Malaysian Medical Association

Objective of IFPMA

- Promote and support principles of ethical conduct and practices voluntarily agreed upon, as exemplified by the IFPMA Code of Practice.

Mission of PhAMA

- •Forming strategic health partnership with key stakeholders for the advancement of public health
- •Ensuring the ethical promotion of medicines in compliance with local laws and a set of marketing practices

General principles

- **2.4 Independence of Healthcare Professionals: No financial benefit or benefit-in-kind (including grants, sponsorships, gifts, scholarships, subsidies, support, consulting contracts or educational or practice related items) may be provided or offered to a healthcare professional in exchange for prescribing, recommending, purchasing, supplying or administering products or for a commitment to continue to do so. Nothing may be offered or provided in a manner or on conditions that would have an inappropriate influence on a healthcare professional's prescribing practices.**

Events & Meetings



Dinner Functions and Annual General Meetings



Events & Meetings

- **7.1.1 Scientific and Educational Objectives: The purpose and focus of all symposia, congresses and other promotional, scientific or professional meetings (an “Event”) for healthcare professionals organized or sponsored by a company should be to provide scientific or educational information and/or inform healthcare professionals about products.**
- Any financial support of medical societies, hospitals and clinics’ social event e.g. annual general meeting, annual dinner, family day, sports day, etc. in the form of donation and/or gifts are not allowed.

Recreational Activities



Events & Meetings

- **7.1.4 Appropriate Venue: All Events should be held in an appropriate venue that is conducive to the scientific or educational objective and the purpose of the Event or meeting.**
- Companies should not organize Events nor provide financial support including sponsoring HCPs to any event at renowned or extravagant venues associated with leisure, golf, island resorts (not accessible by land transport) and gaming activities. The venue should be:
 - - appropriate for the meeting (e.g. adequate facilities for the number of attendees/good internet access)
 - -appropriate and conducive to the scientific or educational objective and purpose of the event or meeting
 - - located so as to minimise travel for attendees
 - -having adequate security
 - -able to successfully withstand public and professional scrutiny.

Gifts & Other Items/Promotional Aids



Gifts & Other Items/Promotional Aids

- 7.6
- Inappropriate financial or material benefits, including inappropriate hospitality, should not be offered to healthcare professionals to influence them in the prescription of pharmaceutical products.
- Promotional aids whether related to a particular product or of general utility, may be distributed provided the promotional aid is of small value (not more than RM100.00) and relevant to the practice of medicine or pharmacy or of benefit to patient care.

- Is There a Need for a Standardised International Set of Ethical Guidelines?
 - Is it Feasible to have an International Set of Ethical Guidelines?

THANK YOU



- Dr Koh Kar Chai