STATEMENT

Launch of the Consensus Framework for Ethical Collaboration between Patients’ Organizations, Healthcare Professionals and the Pharmaceutical Industry

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Geneva

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President, Rx&D
I am very pleased to be part of this important public signing of the Consensus Framework for Ethical Collaboration to support partnerships. This framework seeks to support partnerships that deliver greater patient benefits and confirms shared ethical principles of our organizations to the broader healthcare community. While individual codes of practice govern the activities of each group that forms part of this coalition, the consensus framework applies across much of the healthcare community to include interactions involving patients, nurses, pharmacists, doctors and the healthcare industry.

There is no question, the current environment is complex and fraught with challenges… but I have always believed that with challenge comes opportunity and in this case, I believe that our industry has an opportunity to be recognized as a valued partner, to be at the table developing solutions with health sector stakeholders that
will ultimately result in better treatment and health outcomes for patients.

This is something we all want and something we all believe is in the best interest of patients… but to realize this opportunity we must continue to challenge ourselves in the areas of self-regulation trust and ethics.

The principles set out in the Framework will facilitate professional and transparent relationships with all stakeholders. If adhered to and applied consistently, they can help create a foundation of trust essential to building more impactful healthcare solutions.

Good ethics is good business but let me be clear: corporate citizenship is much more than a business strategy. It is a commitment to the public trust that is consistent with the aims and values of our industry dedicated to helping people live longer healthier more
productive lives. Trust is not something you can take for granted. It takes months—sometimes years—to build.

A way we can build collaborative relationships is to recognize, honor, and draw upon the strengths and the truths that each partner or group holds in the relationship, especially when those truths are different from our own.

If we put our successes, obstacles and difficulties, our creative thinking, our skills and knowledge together, we accomplish much more than one person or group on their own. We can inspire and assist each other.

The Stakeholder Roundtable that developed the Consensus Framework has established a path forward that in the long term will help build even stronger relationships with our healthcare partners.

It is my great pleasure to have the unique opportunity to be a part of this group and to have had the occasion to
build trust with our partners that will allow us to continue to have constructive discussions and sometimes difficult ones. The IFPMA initiated this process as our commitment to patients and to continually improving and strengthening our interactions with key partners.

Through mutual understanding and respect we can build a better healthcare system for patients and ensure that we continue our life saving research.

I would like to take this opportunity to challenge all jurisdictions /associations to build on this framework … to reach out to stakeholders in your communities and develop principles that support partnerships that aim to deliver greater patient benefits and support high quality patient care.

Thank You