



# news release

## Expanded IFPMA Code of Practice for pharmaceutical industry goes into effect around the world

- Code covers all interactions with healthcare professionals, medical institutions, and patient organizations
- Code provides effective framework for ethical business practices
- Company and association members of IFPMA adopt updated standards

**1 September 2012, Geneva** – Today the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) announced that its expanded Code of Practice is in effect around the world. Governing how companies interact with healthcare professionals, medical institutions and patient organizations, this new Code has been adopted by all IFPMA member companies and member associations.

“Advancing medical knowledge and improving global public health depend on regular information-sharing interactions between the medical community and pharmaceutical companies. These exchanges ensure patients benefit from the most up-to-date information regarding medicines,” says Eduardo Pisani, IFPMA Director General. “Ensuring that governments, healthcare providers and patients are confident that interactions with our members are conducted to the highest ethical and professional standards is our commitment.”

In March, 2012, IFPMA announced a six month period for members to adopt the updated Code. Beyond addressing interactions, the Code now also includes high-level guiding principles for practice, a clear distinction between gifts, promotional aids and items of medical utility, guidance for supporting continuing medical education, and a provision on disclosure of clinical trials information. The Code continues to provide guidance for filing complaints and prohibits preapproval promotional activities for pharmaceutical products, company-sponsored entertainment at events, and providing or offering personal gifts to healthcare professionals.

More information about the IFPMA Code of Practice can be found at [http://www.ifpma.org/fileadmin/content/Publication/IFPMA\\_Code\\_of\\_Practice\\_2012.pdf](http://www.ifpma.org/fileadmin/content/Publication/IFPMA_Code_of_Practice_2012.pdf)

### About the IFPMA:

IFPMA represents the research-based pharmaceutical companies and associations across the globe. The research-based pharmaceutical industry's 1.3 million employees research, develop and provide medicines and vaccines that improve the life of patients worldwide. Based in Geneva, IFPMA has official relations with the United Nations and contributes industry expertise to help the global health community find solutions that improve global health.

IFPMA manages global initiatives including: IFPMA [Developing World Health Partnerships](#) studies and identifies trends for the research-based pharmaceutical industry's long-term partnership programs to improve health in developing countries, IFPMA [Code of Practice](#) sets unsurpassed standards for interactions with the healthcare community, IFPMA [Clinical Trials Portal](#) helps patients and health professionals find out about on-going clinical trials and trial results.

**International  
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Pharmaceutical  
Manufacturers &  
Associations**

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