Code of Practice

Key Changes

IFPMA 2019
Introduction

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IFPMA
The Evolution of the Code

1981
40 years ago...
IFPMA Code of Marketing Practices

1994
2000
2006

2012
IFPMA Code of Practice
Continue to build trust with patients, healthcare professionals and other stakeholders.

2019
IFPMA Code of Practice
A culture grounded on values and principles and decisions based on good judgment.
The IFPMA Ethos puts trust at its center
Agenda

→ Introduction

→ How did we get here?

→ What is new?
  1. Ethos
  2. Ban on Gifts / Promotional Aids
  3. Complaint Procedure
  4. Other minor changes
  5. Notes for Guidance

→ Next steps

→ Q&A
How did we get here?
Code Revision Roadmap

- Discussion, review, and debate in Working Groups
- Surveys on specific topics
- Presentation of first outcomes during eBIC meeting end of March in Geneva

Assessment of specific implications, creation and discussion of **working draft**
Company internal socialisation

**eBIC F2F meeting:** Finalisation and **approval** of revised Code
Approval by IFPMA General Assembly through ballot vote

**Q4 2016**
- eBIC meeting Washington: Decision to broaden revision and deep-dive into several topics

**Jan-Mar 2017**
- Preparation of final Working Group results for discussion during eBIC meeting mid October in Beijing, creation of **1st Draft** review by eBIC end of January

**Apr-Oct 2017**
- Based on feedback on working draft, creation of **1st Draft**, review by eBIC and further socialisation

**Nov-Dec 2017**
- **2nd Draft** review by eBIC and further socialisation

**Jan 2018**
- **23 Mar 2018**
- **27-28 Mar 2018**
- **17 May 2018**
- **8 Jun 2018**

**IFPMA Council**
**Approval** by IFPMA General Assembly through ballot vote
Global implementation and effective date

IFPMA members must incorporate the new provisions into their own codes by this date.

01 Jan 2019
What is new?

1. Ethos
2. Ban on Gifts / Promotional Aids
3. Complaint Procedure
4. Other minor changes
5. Notes for Guidance
Trust

Act with integrity and honesty to improve patient care and build trust with those we serve and to respect the independence of healthcare providers, patients and other stakeholders.
Care
Protect the safety of those who use our products – from the conduct of clinical trials and throughout the product lifecycle.

Innovation
Improve global health through innovative products and services, upholding the highest ethical, scientific, and medical standards.

Quality
Commit to providing high-quality products that have proven clinical efficacy and have a reliable safety profile.

Trust
Act with integrity and honesty to improve patient care and build trust with those we serve and to respect the independence of healthcare providers, patients and other stakeholders.
Care
Protect the safety of those who use our products – from the conduct of clinical trials and throughout the product lifecycle.

Innovation
Improve global health through innovative products and services, upholding the highest ethical, scientific, and medical standards.

Quality
Commit to providing high-quality products that have proven clinical efficacy and have a reliable safety profile.

Fairness
Support and respect fair trade practices and open competition.

Integrity
Act responsibly, ethically and professionally. Do not offer, promise, provide, or accept anything of value in order to inappropriately influence a decision, gain an unfair advantage.

Accountability
Be accountable for our actions and decisions, including the appropriate oversight of external third parties that act on our behalf.

Trust
Act with integrity and honesty to improve patient care and build trust with those we serve and to respect the independence of healthcare providers, patients and other stakeholders.
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Accountability
Be accountable for our actions and decisions, including the appropriate oversight or external third parties that act on our behalf.

Trust
Act with integrity and honesty to improve patient care and build trust with those we serve and to respect the independence of healthcare providers, patients and other stakeholders.

Respect
Respect all people and embrace a culture of diversity and inclusion. Protect the environment. Treat animals under our care responsibly.

Privacy
Respect privacy rights and appropriately manage and protect personal information.

Education
Support the advancement of the scientific and medical education for the ultimate benefit of patients.
Care
Protect the safety of those who use our products – from the conduct of clinical trials and throughout the product lifecycle.

Innovation
Improve global health through innovative products and services, upholding the highest ethical, scientific, and medical standards.

Quality
Commit to providing high-quality products that have proven clinical efficacy and have a reliable safety profile.

Fairness
Support and respect fair trade practices and open competition.

Integrity
Act responsibly, ethically and professionally. Do not offer, promise, provide, or accept anything of value in order to inappropriately influence a decision, gain an unfair advantage.

Accountability
Be accountable for our actions and decisions, including the appropriate oversight or external third parties that act on our behalf.

Honesty
Ensure truthful and balanced communication with governmental authorities, healthcare professionals, patients and other stakeholders.

Speaking Up
Foster a culture in our respective organisations where concerns are shared openly and honestly so that we learn from mistakes and continuously improve.

Respect
Respect all people and embrace a culture of diversity and inclusion. Protect the environment. Treat animals under our care responsibly.

Transparency
Advance science and patient care by sharing industry-sponsored clinical trial data in a responsible, accurate and appropriate manner.

Privacy
Respect privacy rights and appropriately manage and protect personal information.

Education
Support the advancement of the scientific and medical education for the ultimate benefit of patients.
What is new?

1. Ethos
2. Ban on Gifts / Promotional Aids
3. Complaint Procedure
4. Other minor changes
5. Notes for Guidance
Gifts and other Items to HCPs (section 7.5)

-added general spirit to chapter 7.5:
“Items in this section, where permissible, must never constitute an inducement to prescribe, recommend purchase, supply, sell or administer a pharmaceutical product.”

-Ban on Gifts: Gifts for personal benefit already banned since 2012 but as of January 2019, no more exceptions, i.e. cultural courtesy gifts (e.g. mooncakes, condolence payments) also prohibited.
Gifts and other Items to HCPs (section 7.5)

- **Added clarification:** “gifts, whether provided directly or through clinics and institutions”.

- **Aligned IFPMA Code to member association codes** such as EFPIA and PhRMA where a ban has been in force for several years (gifts and promotional aids).
Ban on Promotional Aids (for Rx-based medicines)

Non-monetary reminder items:  
*Examples:* post-its, mouse pads, calendars, plasters, bags or binders etc.

Please communicate to your marketing teams (to manage stock & production)

However excluded for:
- The promotion of over-the-counter medicines if relevant to the practice of the HCP.
- Pens and notepads at company organized events for the purpose of taking notes during the meeting. (Not product, only company branded, of minimal value and in the necessary quantity for the purpose of the event).

√ Covered in new Q&A
Items of Medical Utility

→ **Examples:** inhalation devices (without active ingredient) or devices intended to assist patients to learn how to self-inject, software or mobile apps (e.g. BMI calculator).

→ **Already restricted** in 2012, but now further clarified.

→ **Items of Medical Utility can include the company name,** but must not be product branded, unless the product's name is essential for the correct use of the item by the patient.
Items of Medical Utility

Such items may only be offered if:

- They are of **modest value**
- They are **not expected** to be supplied by the HCPs themselves or their employers i.e. for routine business practice (e.g. stethoscopes, surgical gloves, blood pressure monitors and needles)
- They are **beneficial** to enhancing the provision of medical services and patient care
- They are **not offered** on more than an occasional basis, even if each individual item is appropriate.
Informational or Educational Items that enhance Patient Care

New section under chapter 7.5 “Gifts and other Items to HCPs”.

Such items may be provided to HCPs for their education or for the education of patients, provided that the items are primarily for educational purposes and do not have independent value.

Examples:
Scientific books, journal subscriptions, memory sticks with educational data.

- Memory sticks pre-loaded with educational or informational data may be appropriate if the storage capacity is commensurate with the materials provided.
- Tablet computers have independent value to a HCP and must not be provided, even if they could also be used to deliver education to patients.
Informational or Educational Items that enhance Patient Care

- Can include the company name, but must not be product branded, unless the product name is essential for the correct use of the item by the patient.

- The value of books and subscriptions must be reasonable. Other informational or educational items must be of modest value.

- Consider the cost as well as the overall benefit to an individual HCP in a given year.
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IFPMA Complaint Procedure

**Scope has not changed**, but alignment with the requirements in the Preamble has been ensured.

**Procedure has been updated:**
- **Second review** by Appeal Group in validation of a complaint.
- **Time limits**: calendar days replaced by working days.
- **Adjudication and Appeal groups** elected for **two** instead of one year.
- **Section added** on Anonymous Complaints (still accepted but provision of contact details is encouraged).
- **Oral hearing** in the context of the Appeal Procedure now possible.
IFPMA
Complaint Procedure

IFPMA Complaint Procedure:

Complaint to IFPMA Secretariat

Complaint Validation by IFPMA Secretariat

Possible Second Review by Appeal Group

Preferably within 5 working days from its receipt by IFPMA

Inform Respondent Company

IFPMA Adjudication Group

30 working days for company to respond

20 working days from receipt of company response

Complainant Advised of Ruling

Accepted

Appealed

Respondent Advised of Ruling

Appealed

Accepted

IFPMA Appeal Group

Appeal request within 20 working days of original ruling

Final Decision

With all details of the complaint

Breach

No Breach

Summary of Case on IFPMA Website

With details of the complaint without respondent company, product and complainant
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Other minor changes

1. IFPMA address
2. Name of Ethics Committee
3. Clarification on events involving foreign travel (7.1.2)
4. Accompanying guests (7.3)
5. Reimbursement of reasonable expenses for Fees for Services compensation (7.4)
6. Guidance on values (7.5.4)

Q&A adapted to Code revisions
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Note for Guidance on Sponsorship of Events and Meetings

Update of 2014 version

Not binding, but additional interpretation and further guidance to the Code.

Main changes to the 2014 Note for Guidance:

- The location should aim to minimize travel for the attendees and take security considerations into account
- Exhibition areas should only be accessible to the intended audience
- Additional external resource (IPCAA Congress Healthcare Guidelines – ipcaa.org)

To be found on the IFPMA website under Resources/Publications:
ifpma.org/resource-centre/ifpma-code-of-practice
Note for Guidance on Sponsorship of Events and Meetings

Additional criteria to consider:
• Is there an expectation that sponsoring companies fund such activities?
• If there is leisure activity, are they self-funded by the participants? *(3.b. Entertainment)*
• Are there references to personal services provided to attendees? *(4. Meeting Materials)*

To be found on the IFPMA website under Resources/Publications:
ifpma.org/resource-centre/ifpma-code-of-practice
Note for Guidance on Fees for Services

Further interpretation of Code section 7.4 in form of a non-binding guidance document

Practical considerations regarding general Fees for Services arrangements

Additional points to consider for Advisory Boards

To be found on the IFPMA website under Resources/Publications: ifpma.org/resource-centre/ifpma-code-of-practice
Next steps
Next Steps

- Additional Code revision **webinars** to cover all time zones
- **eLearning tool** with Q&As on IFPMA website
- F2F Code capacity building **workshops and consultation meetings** in strategically selected regions
- Targeted communication at **conferences** and **Consensus Framework** roundtable meeting
- **Note for Guidance on Medical Education** ready by December 2018
- **Global Effective Date:** **JANUARY 1, 2019**
- Monitoring by IFPMA
Q&A

If your question cannot be answered today, please contact your company/association representative in the Ethics & Business Integrity Committee (eBIC) or send an e-mail to s.melis@ifpma.org
Thank you for your time and your interest to learn more about the IFPMA Code!

Your involvement will be essential to ensure that the new provisions, as well as our Ethos are reflected in business practices.

Many thanks for acting as a champion of business integrity every day!

Learn more and stay connected: ifpma.org