

IFPMA/EFPIA/PhRMA

**Joint Guidance on
Virtual International
Medical Congresses
Impacted by COVID-19**

WEBINAR
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With our experts:

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Housekeeping rules



Please mute yourself during the entire Webinar.



If you have a **question**, please use the **chat box**. We will do our best to address all questions during the Q&A session. Unanswered questions will be collected to create a future Q&A document following IFPMA approval timelines.



Please disable your video function to allow for maximum bandwidth.



Please keep calm in case of technical difficulties.



The meeting will be recorded and distributed to the IFPMA Ethics & Business Integrity Committee members.

Guidance: Scope & Purpose

Scope:

- Purely Virtual International Congresses organized by medical associations/societies involving HCPs from multiple countries
- Taking place between July 1 and Dec 31, 2020

Purpose:

- Replicate the Codes' pragmatic approach to international congresses in the virtual format (as host country is not applicable for fully virtual meetings)
- Inform other stakeholders about the arrangements Companies should fulfil in a virtual setting

Guidance: General Considerations (1/3)

Which code to refer to?

- The EFPIA or PhRMA Codes, in conjunction with the IFPMA Code when the meeting is hosted by a European or American medical association
- The Code of the **region** from which the majority of delegates would be expected to come based on past experience
- The IFPMA Code when no regional code is available

Which label to refer to?

- Companies to assess and document the justification for the selection of label that will be used to develop their promotional materials
- Companies to clearly state the label by which promotional materials were developed
- Companies to accompany promotional materials with disclaimer information such as:
 - ✓ the countries in which the medicinal product is registered,
 - ✓ that registration conditions differ internationally, and
 - ✓ that delegates should refer to prescribing information from their home country

Guidance: General Considerations (2/3)

Delegates categorization

- Companies to work with medical association/society (congress owner) and ensure that the congress' virtual platforms allow for delegates categorization (HCP/Non-HCP status)
- Companies to work with the medical association/society to make reasonable efforts to restrict access to promotional materials to HCPs only, where required by applicable rules and regulations
- Where the medical association's platform does not have a categorization capability, Companies to consider alternative mechanisms to enable delegate classification for their promotional activities.

Guidance: General Considerations (3/3)

Digital consent

- Congress delegates to confirm and acknowledge Virtual Congress terms and conditions, such as :
 - appropriate privacy statements,
 - specific permission to access different virtual areas (lectures, commercial expositions, social engagement sites, etc.),
 - details, if applicable, on the recording of the congress,
 - the basis of promotional material development,
 - that content may not be applicable to their country, etc.
- Even if this is the responsibility of the medical association/society, Companies need to be aware of the content of these kinds of Explanatory Statements.

Guidance: Disclaimer

Disclaimer

- Companies to include a statement explaining to delegates when entering their virtual booth/exhibition to help them understand
 - ✓ the context by which the material was developed, and
 - ✓ to highlight that the promotional content may not be applicable to their country and that delegates should refer to their home country prescribing information

Case 1: **European Society of Wobbly Knees (ESWK) (1/2)**

General Information:

- ESWK - Netherlands based European medical society
- European congress mainly attracting delegates from Europe
 - About 70% European delegates based on past experience
- Congress location rotates between European countries and was planned to be in Paris before moving to fully virtual.
- Company sponsoring allows for a company booth area and a symposium slot.
- Company has 2 approved products it would like to present:
 - product X only approved in US,
 - product Y approved in US and EU, but not in Asia

Case 1: **European Society of Wobbly Knees (ESWK) (2/2)**

Minimum Company actions:

- As ESWK is targeting European HCPs:
 - Refer to EFPIA Code as minimum basis for congress activity & review
 - Refer to European (EMA) label to develop promotional information and materials to be presented
- Ensure ESWK has a process in place for delegates to confirm virtual congress terms and conditions
- Ensure prior to entering a virtual booth or a symposium a pop-up box or equivalent appears, acknowledging at a minimum that the delegate is an HCP, that information provided is based on European label and that the HCP should refer to the label of his/her home country
- Product X must not be promoted as congress is intended for European HCPs.

Case 2: **International Society of Wobbly Knees (ISWK) (1/2)**

General Information:

- ISWK – Swiss based international medical society
- Congress attracting delegates from various countries around the world
- Congress location rotates between various countries around the world and was planned to be in Rio before moving to fully virtual.
- Company sponsoring allows for a company booth area and a symposium slot.
- Company has 2 approved products it would like to present:
 - product X only approved in US,
 - product Y approved in US and EU, but not in Argentina.

Case 2: **International Society of Wobbly Knees (ISWK) (2/2)**

Minimum company actions:

- As ISWK is targeting worldwide HCPs:
 - Refer to IFPMA Code as minimum basis for congress activity & review
 - Assess which label should be used as the reference for its promotional materials and activities, considering:
 - the registration situation of the label,
 - the demographics of attending HCPs etc. amongst others
 - Potentially use the US or EMA label as reference. Respective disclaimers are key in providing the appropriate framework.
- Ensure ISWK has a process in place for delegates to confirm virtual congress terms and conditions
- Ensure prior to entering a virtual booth or a symposium a pop-up box or equivalent appears, acknowledging at a minimum that the delegate is an HCP, that information provided is based on selected label and that the HCP should refer to the label of his/her home country.

Q & A

**Please send
your questions using the
chat box!**

Thank you!

