

EFPIA: European Federation of Pharmaceutical Industries and Associations

- **Members**: 32 European national industry associations and 44 innovative pharmaceutical companies
- **Specialised Groups**:
 - **European Vaccine Manufacturers**
 - European Biopharmaceutical Enterprises
- **Primary mission**: to promote the technical and economic development of the pharmaceutical industry in Europe and to assist in bringing to market medicinal products which improve human health

Why working with patient groups ?

- **To better understand and address patient needs and concerns on research, medicines and medical interventions**
- **To support programmes that improve Public Health and lives of people with medical conditions**
- **To share priorities on access to medical interventions (prevention and cure) that best meet patients' needs**



Why working with patient groups: EVM perspective

- **A new situation**
 - vaccines are for healthy individuals
 - ... but not just for kids
- **The general public plays an important role in the adoption of vaccination programmes**
- **Patient groups are key for the successful introduction of new vaccines:**
 - Awareness
 - Education
 - Information / communication
 - Advocacy

EFPIA principles for partnership

Established with patient organisations to ensure that relationships take place in an ethical and transparent manner

Updated in 2006

- 1. Independence of patient groups**
- 2. Partnerships based on mutual respect**
- 3. No promotion of prescription-only medicine**
- 4. Transparent partnerships**
- 5. Broad funding of patient groups from multiple sources**

Existing codes/guidelines

By industry:

- UK, Sweden, Denmark, Netherlands, Ireland

By patient groups:

- General principles
- Types of relationships/financial support
- Transparency, editorial independence, etc.

Why establishing a Code?

- **To ensure consistent ethical industry behaviour across Europe**
- **To help meeting stakeholders' expectations of transparency**
- **To contribute to successful relationships / partnership with patient groups**

Scope of the EFPIA Code

- **To define relationship between EFPIA members / subsidiaries / contracted third parties and patient organisations which operate in Europe**
- **Patient organisations: not-for-profit organisations (and umbrella organisations) composed of patients and/or caregivers that represent and/or support the needs of their members.**



Provisions of the Code

8 Articles

1. **Non-promotion of prescription medicines**
2. **Written agreements**
3. **Use of logos and proprietary materials**
4. **Editorial control**
5. **Transparency**
6. **Diversified funding**
7. **Reasonable hospitality**
8. **Enforcement**

2 appendices

- I. **Template for written agreements**
- II. **Implementation and procedure rules**



Provisions of the Code

1. **Non-promotion of prescription-only medicines**
 - No advertising to the general public
2. **Written agreements with patient groups**
 - Ensuring clear role of industry & patient groups
 - Clear and simple document including
 - Purpose
 - Amount of direct funding
 - Indirect financial and non-financial support
 - Model template for written agreements

Provisions of the Code

3. Use of logos and proprietary material:

- Written permission for use of the patient organisation's logos or materials

4. Editorial control:

- No influence on editorial content to favour commercial interest (*except corrections of factual inaccuracies*)

Provisions of the Code

5. Transparency

- Companies to make publicly available a list of sponsored patient groups once a year (incl. significant indirect/non-financial support) + description nature support (by end of Q1 2009)
- Sponsorship clearly acknowledged and apparent

6. Diversified funding:

- No company may require to be sole funder of patient group or any of its major programmes

Provisions of the Code

7. Events and hospitality

- **Must be held in an appropriate venue (*avoid those “renowned” for their entertainment facilities*)**
- **Reasonable in level and secondary to the purpose of the event**
- **Limited to travel, meals, accommodation and registration fees**

8. Enforcement

- **Implementation and procedures rules provided in appendix of the Code**

EFPIA Code of Practice

- **Effective 1 July 2008 (latest)**
- **Applies to EFPIA member companies, their subsidiaries and contracted 3rd parties**
- **Applies also to members EVM and EBE**
- **EU patient groups consulted**

Implementation of the EFPIA Code

- **EFPIA member associations to implement the code at national level**
- **Establish national procedures and structures to receive and process complaint and sanctions**
- **Establish an EFPIA Code Surveillance Committee to assist and monitor member associations**

Applicability of EFPIA Code

- **In all cases: existing national code of country where company providing funds is located prevails**
- **For partnerships at national level: governed by national code of country where activity takes place**
- **For cross-border partnership: governed by national code of country of main European location of patient group**
- **Most restrictive code provisions will apply**



Conclusion

- **The pharmaceutical industry has many common interests with patient organisations**
- **This code is a necessary process to ensure transparency and effectiveness of partnerships**
- **It contributes to Human Rights in relation to Health and Access to Medicines**

More information: www.efpia.eu

Relationships

*between the
Pharmaceutical Industry
and
Patient Organisations*



CODE OF PRACTICE

efpia
European Federation of Pharmaceutical
Industries and Associations

Leopold Plaza Building
Rue du Trône 108 - box 1
B- 1050 Brussels
Tel: +32 (0)2 626.25.71
e-mail: info@efpia.org

www.efpia.eu

efpia
European Federation of Pharmaceutical
Industries and Associations

OUR COMMITMENT IN 7 POINTS

- 1 Non-promotion**
> EU and national legislation and codes of practice apply
- 2 Clarity**
> written agreements defining pharmaceutical companies' support
- 3 Use of Logos**
> written permission for the use of logos or materials
- 4 Editorial Control**
> no influence of editorial content to favour commercial interests
- 5 Transparency**
> information about who pharmaceutical companies support and how
- 6 Diversified Funding**
> encourage multiple sources of funding for patient organisations
- 7 Reasonable Hospitality**
> hospitality limited to a reasonable level



More information on www.efpia.eu

EFPIA'S BINDING ETHICAL STANDARDS



- > The pharmaceutical industry has many interests in common with patient organisations, which represent and/or support the needs of patients and/or caregivers.
- > By working with patient organisations, the pharmaceutical industry is better able to understand and address patient needs and concerns on research and medicines.
- > Industry funding to patient organisations helps to support programmes that improve the lives of people with a wide range of medical conditions.



As of 1 July 2008, the EFPIA Code of Conduct on Relationships between the Pharmaceutical Industry and Patient Organisations will apply to the 1,200 companies EFPIA represents directly and indirectly across Europe, including companies that are members of EFPIA's specialised groups EBE (European Biopharmaceutical Enterprises) and EVM (European Vaccine Manufacturers).



National structures and procedures will be in place to process complaints and impose sanctions, in which non-industry stakeholders will be represented. Publication of the names of patient organisations supported by the pharmaceutical industry will take place no later than 1 April 2009. A review of the Code will be initiated after the first year of implementation.