






Industry – PO collaboration Code of practice







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Introduction

History code of practice

-  Dec 2007: PCWP member raising question about industry request
-  PCWP PO decide to draft code of practice
-  Start Feb 2008, adoption code April 2009
-  Signed by 13 PO
-  EFPIA confused

Goal CoP





-  We want to interact with industry – safely & ethically
-  Provide orientation to PO
-  Raise awareness about pitfalls
-  Establish GP guideline

Situation European PO

- 🩹 Resources limited, public funding difficult or impossible to obtain
- 🩹 PO most treasured assets: credibility, transparency & democracy
- 🩹 Most PO rely heavily on corporate funding
- 🩹 Absolute need for utmost transparency & balanced sources of funding




Recommendations 1

Funding

-  Only accept funds for activities that are consistent with its mission & objectives
-  Be open, honest & transparent about amounts & sources of such funding
-  Core funding should always be received on an unconditional basis
-  Project funding without conditions imposed on project design & conduct

Recommendations 1

Funding (2)

-  PO event funding: multiple sources
-  Communication tools: mention sponsor names
-  NEVER accept funding for promoting use of specific products / services

PO involvement in industry promotional activities

- 🩹 PO to ensure that no activities can be associated with promotional activities
- 🩹 PO not to be quoted on industry PR
- 🩹 Industry organised trainings: be vigilant about set up, planning & goals, multiple sponsoring if possible
- 🩹 Industry conferences & seminars: be independent, beware of photographs




Specific pitfalls

- 💊 Compensation, honoraria: develop internal rules



Disease awareness campaigns:

- 💊 Beware of campaigns without backing by public health authority
- 💊 DAC by PO: limit product information to SmPC content or independent & validated sources (to be quoted)




Specific pitfalls (2)

-  Increasing safety information on medicines requires PCO involvement in risk/benefit discussions & product safety related communication
-  Be careful of trainings organised by industry: some topics might not be neutral
-  Multisponsor events if possible, identify academic institutions participate in preparation

Possible next steps

-  Communication plan
-  Add more chapters (clinical trials, collaboration with industry in drug development / pre-approval)

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