

Actions Based on Values

THE INNOVATIVE PHARMACEUTICAL SECTOR'S PATH TO INTEGRITY

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The pharmaceutical industry has been sending a clear signal: we are committed to ethical practices. Our industry has—in the past—been plagued by negative public perceptions, particularly with regards to our business ethics. Most of us can agree that innovative medicines and vaccines save lives. But that's not where our contribution ends. We have worked closely with our global partners to put in place the tools that can help us enable strong, ethical relationships among all actors in the healthcare system.

The pharmaceutical industry, in Canada but also internationally, is convinced of the adage that we are stronger when we work together with our partners. Our goals are aligned with the broader healthcare community: we want to ensure patients have the best possible health outcomes while ensuring the long term sustainability of the healthcare system.

These notions are important when we consider the exciting pharmaceutical research we work on with partners across the life sciences spectrum.

Rx&D represents Canada's innovative pharmaceutical industry. Our membership consists of more than 50 companies, from established organizations to fledgling start-ups, all of whom are revolutionizing healthcare through the discovery and development of new medicines and vaccines. Guided by a strict Code of Ethical Practices, we work with governments, insurance companies, healthcare professionals and other stakeholders to advance the field and enhance the wellbeing of Canadians.

We believe in ensuring that Canadians have access to the innovative treatments they need and that our

activities are a fundamental part of safeguarding our healthcare system for future generations. Our work allows our members to focus on what matters: delivering better healthcare solutions to Canadians.

As an association, Rx&D works with other associations worldwide.

The International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) has existed for nearly 50 years and is a global, non-profit, nongovernmental organization. Its members are the leading international companies and associations in the pharmaceutical, biotechnology and vaccine sectors from both developing and developed countries.

IFPMA members have committed to implement its Code of Practice in all markets in which they operate. To achieve this, it brings together compliance, regulatory and legal experts to advocate for ethical promotion, training, and advising and guiding compliance officers and company staff on marketing and promotional activities according to IFPMA Code and/or other member associations' national codes.

Rather than let old reputation dictate our future, we've chosen to be-

come leaders and push the envelope on ethics.

“ We have developed a joint consensus framework for ethical collaboration between patient organizations, healthcare professionals and the pharmaceutical industry, in support of high quality patient care. ”

Our industry has been sending a clear signal: we are committed to ethical practices. Evidently, we believe in its importance. Our industry has—in the past—been plagued by negative public perceptions, particularly with regards to our business ethics. Most of us can agree that innovative medicines and vaccines save lives. But that's not where our contribution ends.

Recognizing the importance of trust and transparency, and that structure is foundational, our industry has worked very closely with our global partners to put in place the tools that can help us enable strong, ethical relationships among all actors in the healthcare system.

Together with the International Alliance of Patients' Organizations, the International Council of Nurses, the International Pharmaceutical Federation and the World Medical Association, we have developed a joint consensus framework for ethical collaboration between patient organizations, healthcare professionals and the pharmaceutical industry, in support of high quality patient care.

The joint nine-point Framework for Ethical Collaboration is characterized by four overarching principles.

1. Put patients first
2. Support ethical research and innovation
3. Ensure independence and ethical conduct and
4. Promote transparency and accountability.

The framework outlines some of the key areas that should be considered by all partners to help guide ethical collaborations at the individual and organizational levels based on the common elements of their existing guidelines and codes.

Support for the framework is growing, with the International Hospital Federation and the International Generic Pharmaceutical Alliance recently endorsing it. Available in five languages, the Consensus Framework can and should be referred to by health providers and has the potential to positively impact millions of patients worldwide.

There are clear benefits of strong ethical practices in the biopharmaceutical sector.

For patients and healthcare providers, they can enhance access to safe and innovative medicines that save and improve the quality of lives.

For industry, they help equalize the competitive environment, reduce reputational risks and improve access to markets.

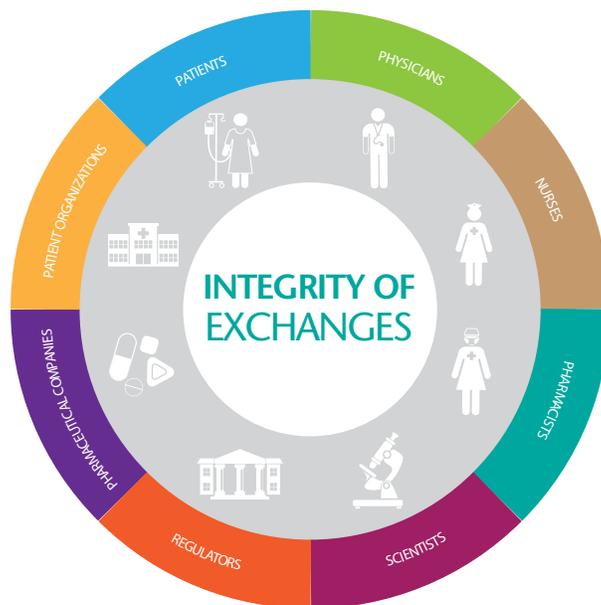
Strong ethical practices are good news for governments, too. Strengthened industry self-regulation and compliance with high standards lowers enforcement burdens, improves patients' trust in the healthcare system, improves health outcomes and product quality and supports trade.

For economies, they help support economic growth, innovation and consumer confidence.

In 2012, the Asia-Pacific Economic Cooperation (APEC) forum launched a comprehensive initiative to strengthen ethical standards in the biopharmaceutical sector across 21 Asia-Pacific member economies, helping

Trust is Crucial

An efficient healthcare system depends on mutual trust between all parties, including patients, healthcare professionals, governments, and the pharmaceutical industry. Trust can only be built and sustained when the entire healthcare community acts ethically and responsibly.



Source: International Federation of Pharmaceutical Manufacturers & Associations

IFPMA member associations and companies and all other enterprises in the region reduce compliance risk and equalize the competitive environment. The initiative's biopharmaceutical program has demonstrated notable success in the development and implementation of codes of ethics by local industry associations in alignment with APEC's Mexico City Principles, which utilized the IFPMA Code as a key reference document.

The Business Ethics for APEC SMEs Initiative has supported the adoption or achieving formal progress toward 22 new biopharmaceutical sector codes across six economies where they previously did not exist, expanding high standard APEC principles to nearly 8,000 biopharmaceutical enterprises across the region.

In September 2014, at the First APEC Business Ethics Forum, the Nanjing Declaration was launched and subsequently endorsed by APEC SME Ministers and APEC foreign and trade ministers. The Nanjing Declaration serves as a roadmap for the APEC initiative's biopharmaceutical sector program with goals that include universal code adoption by all industry associations in the region by 2020 and supporting the development of codes of ethics through a Guide to

Implement Multi-Stakeholder Ethical Collaborations.

In Canada, our association is working with the Canadian Medical Association, the Canadian Pharmacists Association, the Best Medicines Coalition, which is an organization that represents patient groups, the Canadian Nurses Association and the Health Charities Coalition of Canada to develop the Canadian Consensus Framework for Ethical Collaboration.

We are looking at our existing individual standards, such as Rx&D's Code of Ethical Practices and working from our common ground.

The global Consensus Framework enabled Rx&D to engage a large group of key stakeholders in discussions related to ethics.

Ultimately, we can build trust and promote transparency by starting what we have in common—where everyone is comfortable—and developing standards that allow us all to build relationships that are mutually beneficial. Only through real collaboration can we ensure patients have the best possible health outcomes. **P**

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