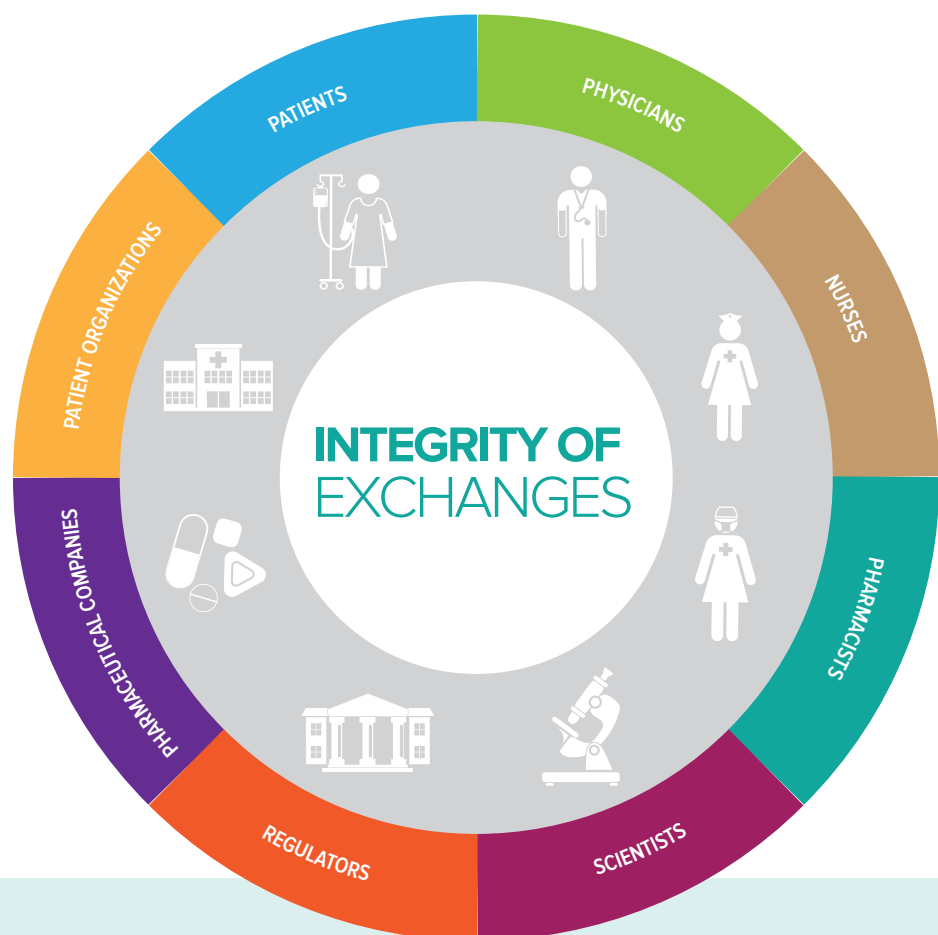
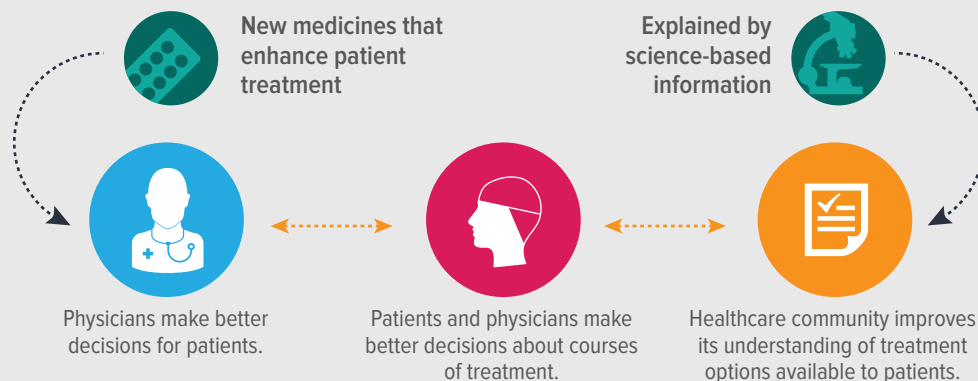


TRUST IS CRUCIAL

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.



WHY WE INTERACT WITH HEALTHCARE PROFESSIONALS



SCOPE OF INTERACTIONS

PEER REVIEWED SCIENTIFIC INFORMATION

CLINICAL TRIAL DATA – WHEREVER POSSIBLE INFORMATION IS MADE AVAILABLE



PHARMACEUTICAL INDUSTRY CODES: PREVENTION AND ENFORCEMENT

FOCUS ON PREVENTION OF INAPPROPRIATE BEHAVIOR. IN MOST CASES THEY INCLUDE TRANSPARENT COMPLAINT-HANDLING MECHANISMS



IFPMA Code of Practice binds its members to adopt the highest ethical standards of interaction with the healthcare community and patients, wherever they operate in the world. However, not all industries involved in healthcare have dedicated codes, e.g. medical devices, generic medicines.

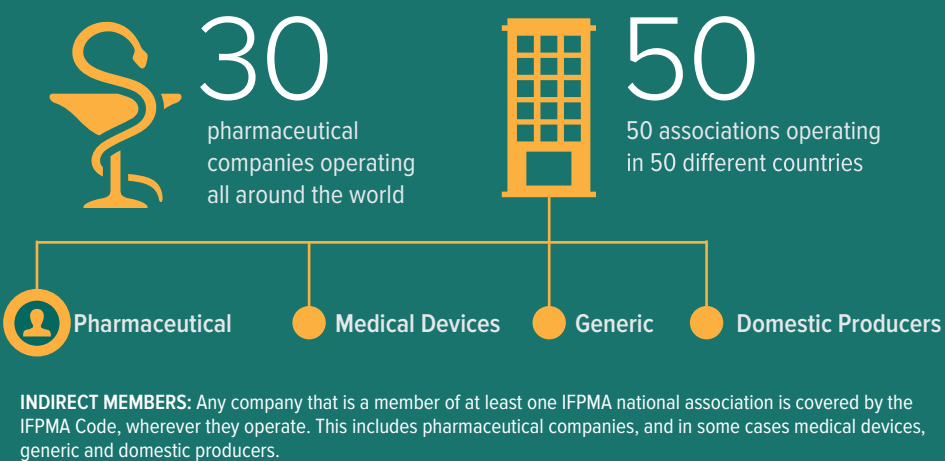
CODE IN NUMBERS:

The IFPMA Code applies to nearly 90 members, including over 50 National Associations and nearly 30 global research-based Pharmaceutical Companies, which operate in over 150 countries.

<p>IFPMA ETHICS AND BUSINESS INTEGRITY COMMITTEE (eBIC):</p> <p>COMPLIANCE NETWORK</p> <p>100+ experts representing member associations and companies to supervise Code implementation</p> <p>COMPANY CODES</p> <p>100s of staff work on pharmaceutical company compliance programs overseen by Chief Compliance Officers</p>	<p>TRAINING:</p> <p>Association training sessions and online courses http://www.ifpma.org/ethics/ifpma-code-of-practice/ifpma-online-code-training.html</p> <p>Companies are required to regularly train employees</p>
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THE IFPMA CODE IS A SELF-REGULATORY MECHANISM WITH A MULTIPLIER EFFECT

DIRECT MEMBERS: IFPMA members, companies and national associations, are required to adopt the code



THE IFPMA CODE COMPLEMENTS LAWS, REGULATION, AND GUIDELINES WORLDWIDE

BUILDING AND MAINTAINING TRUST

<p>PHARMACEUTICAL INDUSTRY CODES & SELF-REGULATION</p> <ul style="list-style-type: none"> IFPMA CODE NATIONAL ASSOCIATIONS' CODES GLOBAL COMPANY CODES IFPMA ETHICS AND BUSINESS INTEGRITY COMMITTEE (eBIC) 	<p>LAWS & REGULATIONS</p> <ul style="list-style-type: none"> REGIONAL LEGISLATION NATIONAL LAWS WITH GLOBAL REACH <ul style="list-style-type: none"> US FOREIGN CORRUPT PRACTICES ACT UK ANTI-BRIBERY ACT 	<p>COMPLEMENTARY</p> <ul style="list-style-type: none"> WHO ETHICAL CRITERIA HEALTHCARE PROFESSIONALS CODES PATIENT ORGANIZATION CODES APEC'S MEXICO CITY PRINCIPLES
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CODE COMPLAINT:

- Contact the company – through confidential “contact us” online system.
- Contact national industry association or dedicated Code authority body.
- Contact IFPMA – when national codes cannot be applied.

FILING A COMPLAINT

Anyone can file a complaint; companies, nurses, patient associations...the general public. Under the 2012 IFPMA Code, all complaints are published but the source is withheld.

File a complaint online:
<http://www.ifpma.org/ethics/ifpma-code-of-practice/complaint-submission-page.html>
or by email: code@ifpma.org

How to file a complaint: <http://www.ifpma.org/ethics/ifpma-code-of-practice/how-to-file-a-complaint.html>