

**International Federation  
of Pharmaceutical  
Manufacturers & Associations**

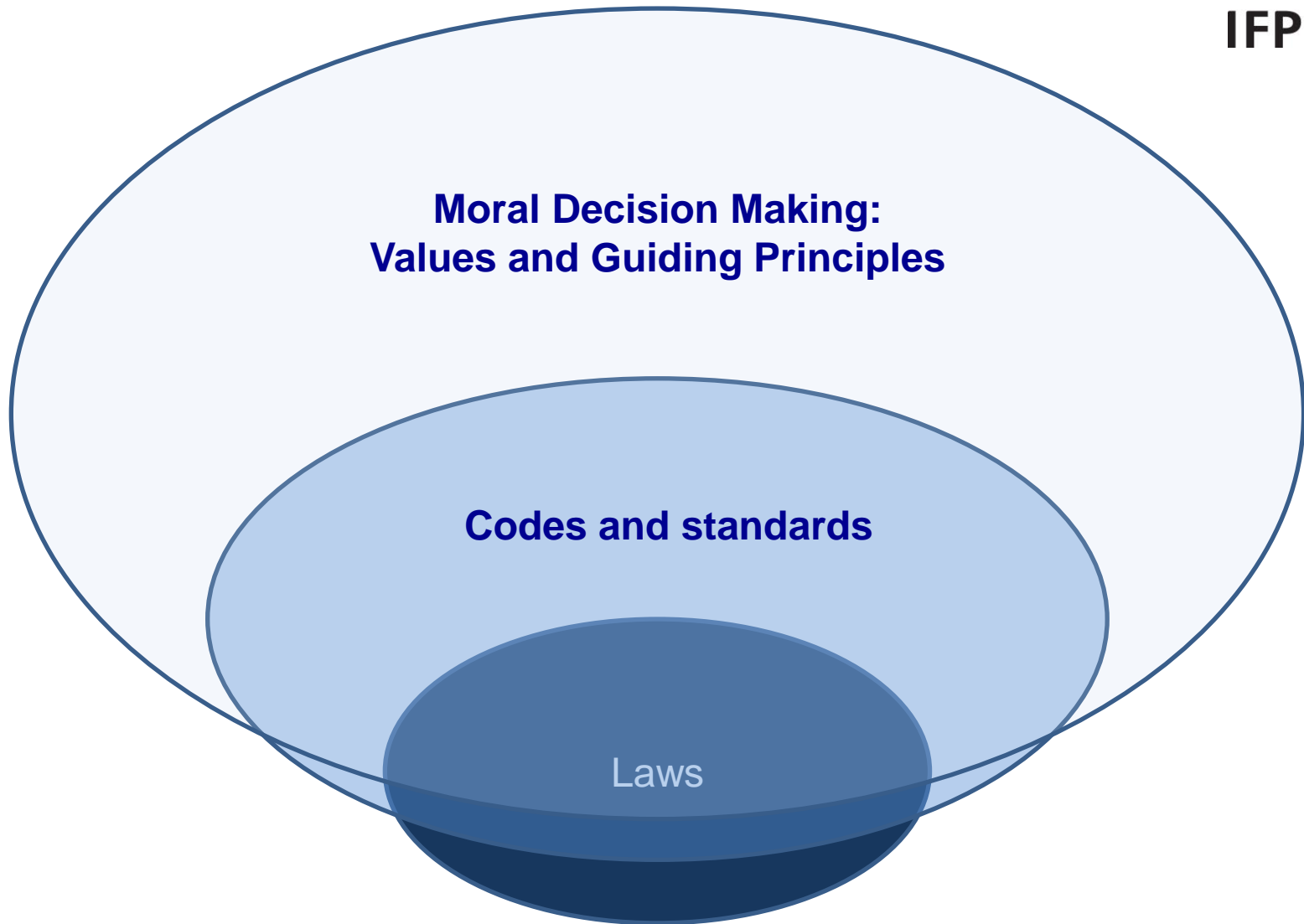


***The Spirit of the Code:  
Our values & principles***

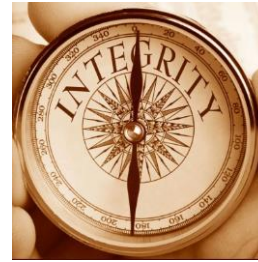
# *Doing the right thing*



**IFPMA**



# *Use the Ethical Compass*



- Is it legal and ethical?
- Is it consistent with Company and industry policy and Code of Conduct?
- Is it consistent with our Company and industry mission, values and spirit?
- Can I explain it to my family and friends?
- Would I be comfortable if it appeared in the newspaper?

# Medical Ethics: The four moral principles



## Respect for autonomy

- Respect the independence of others
- Do not deceive others
- Employ good communication

## Beneficence

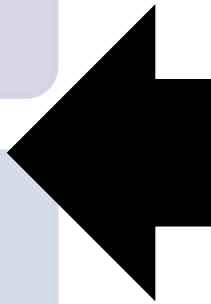
- Act in the best interests of patients

## Non-maleficence

- “First, do no harm”

## Justice

- Fairness
- Respect for peoples rights
- Respect for morally acceptable laws
- Fair allocation of resources

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- Probable benefit outweighs possible harm
  - Understand risks and benefits

# Core Values Commonly Held by Pharmaceutical Companies



# ***Moral commitments drive the IFPMA Code***



- Focused on serving the best interests of patients, we have a moral obligation to communicate and participate in all relationships with integrity, accuracy and clarity.
- The IFPMA Code of Practice is a tangible example of the research-based pharmaceutical industry's commitment to making a strong contribution to global public health while adhering to the highest standard of practice.



**Eduardo Pisani**

Director General

International Federation of Pharmaceutical  
Manufacturers and Associations (IFPMA)

# ***IFPMA Code: Guiding Principles***

1. The healthcare and well-being of patients are the first priority for pharmaceutical companies.
2. Pharmaceutical companies will conform to high standards of quality, safety and efficacy as determined by regulatory authorities.
3. Pharmaceutical companies' interactions with stakeholders must at all times be ethical, appropriate and professional. Nothing should be offered or provided by a company in a manner or on conditions that would have an inappropriate influence.
4. Pharmaceutical companies are responsible for providing accurate, balanced, and scientifically valid data on products.

# ***IFPMA Code: Guiding Principles***



5. Promotion must be ethical, accurate, balanced and must not be misleading. Information in promotional materials must support proper assessment of the risks and benefits of the product and its appropriate use.
6. Pharmaceutical companies will respect the privacy and personal information of patients.
7. All clinical trials and scientific research sponsored or supported by companies will be conducted with the intent to develop knowledge that will benefit patients and advance science and medicine. Pharmaceutical companies are committed to the transparency of industry sponsored clinical trials in patients.
8. Pharmaceutical companies should adhere to both the spirit and the letter of applicable industry codes. To achieve this, pharmaceutical companies will ensure that all relevant personnel are appropriately trained.



# Exercise



## In your groups:

- For each Guiding Principle of the IFPMA Code:
  1. Pick one or more 'Value / Moral principle' from the list provided which reflects the Guiding Principle
    - ❖ Pick as many as you like
    - ❖ Add your own if you think we've missed any
  2. In your own words, say what the Guiding Principle means to you, in your work
    - ❖ Share with the group
  
- Pick a couple of highlights from your group to share with the other groups

There are no correct or incorrect answers  
- this exercise is about what you think.

# Values and moral principles



# Worksheet - Example



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<i>IFPMA Code Guiding Principles</i>	Relevant Values and Moral Principles	What this means to me	What are possible consequences of not applying this principle
<p>1. The healthcare and well-being of patients are the first priority for pharmaceutical companies.</p>	<p>A: Autonomy            B: do good            C: do no harm            F: Integrity            J: Respect for patients</p>	<p><i>I will always think about the effects on patients when I review promotional material</i></p>	
<p>2. Pharmaceutical companies will conform to high standards of quality, safety and efficacy as determined by regulatory authorities.</p>			