efpia
European Federation of Pharmaceutical Industries and Associations

Ethical Principles for EFPIA members

As pharmaceutical companies, we work in partnership with various stakeholders including healthcare professionals (HCPs), healthcare organisations (HCOs), patients and patient organisations, regulatory authorities, governments and the public to improve health and quality of life.

We continuously invest in Research & Development to deliver new treatments for medical needs and improving the quality of treatment.

As commercial organisations, we encourage competition and economic development to sustain investment and foster innovation.

We believe in what we do and realize that there is somewhere a patient whose health and wellbeing is, directly or indirectly, dependent on our work.

In addition to complying with extensive legal requirements (i.e. laws and regulations applicable to our industry such as pharmaceutical law, competition law, intellectual property law and data protection regulations as well as anti-bribery and anti-corruption requirements), the pharmaceutical industry has agreed to comply with additional standards in its self-regulatory codes and joint positions. This demonstrates our commitment to the following ethical principles:

First and foremost, the **PATIENTS ARE AT THE HEART OF WHAT WE DO**. We aspire to ensure that everything we do will ultimately benefit patients. Our primary contribution to society is to make high quality medicinal products[1] and to encourage their appropriate and rational use in the care pathway.

We act with **INTEGRITY**, interact in a responsible manner and aim to ensure that our communications with stakeholders are accurate, legitimate and balanced. We are accountable for our decisions, actions and interactions and we encourage others to follow the same high ethical standards.

We interact with all our stakeholders with **RESPECT**. We commit to approach our stakeholders in an open manner, with a responsive, constructive and learning attitude and mutual respect. We value the importance of independent decision making by stakeholders, based on evidence and including patient interest. With respect to society, we listen to what is expected from us and adapt our way of working accordingly.

We are committed to ensure that **TRANSPARENCY** is respected. We are open about our activities and interactions and encourage stakeholders to act with the same openness.

[1] Under Directive 2001/83/EC, a medicinal product is: (a) Any substance or combination of substances presented as having properties for treating or preventing disease in human beings; or (b) Any substance or combination of substances which may be used in or administered to human beings either with a view to restoring, correcting or modifying physiological functions by exerting a pharmacological, immunological or metabolic action, or to making a medical diagnosis.

EXAMPLES OF THE ETHICAL PRINCIPLES

We keep PATIENTS AT THE HEART OF WHAT WE DO, therefore we:

- Continue to improve existing treatments and deliver innovative new medicines
- Support the common objective of timely access to medicines
- Maintain a dialogue to better understand the needs of patients
- Work with stakeholders including research communities to tackle healthcare challenges
- Continue appropriate collaboration with HCPs and others to support their role in treating patients

We act with INTEGRITY, therefore we:

- Engage with HCPs/HCOs only when there is a legitimate need
- Take into consideration the role and responsibility of stakeholders with who we interact to avoid conflicts of interest or improper influence
- Consider the values, standards, procedures and decision-making processes of other stakeholders
- Support evidence-based decision making
- Facilitate access to medical education and help rapid dissemination of scientific information

We act with RESPECT, therefore we:

- Are conscious of the importance of providing accurate, fair and objective information about medicinal products so that rational decisions can be made about their appropriate use
- Support the independence of the prescribing decisions of HCPs
- Assure mutual respect and independence, in terms of political judgment, policies and activities, in all partnerships with patient organisations
- Promote an attitude and environment of mutual regard for other stakeholders, taking into account differences such as cultures, views and ways of working

We are TRANSPARENT about our actions, therefore we:

- Share clinical trial data in a responsible way
- Publish details of the Transfers of Value made to HCPs and HCOs
- Publish details of financial support and significant non-financial support to patient organisations
- Clearly indicate pharmaceutical company sponsorship of any material relating to medicinal products and their uses
- Disclose activities through other relevant registers (such as the European Institutions' Transparency Register)

RELEVANT DOCUMENTS

- **EFPIA Codes & Guidelines:**
  - ◊ EFPIA Code on the Promotion of Prescription-Only Medicines to, and Interactions with, Healthcare Professionals (HCP Code) – Approved in June 2008 and updated in June 2014
  - ◊ EFPIA Code of Practice on Relationships between the Pharmaceutical Industry and Patient Organisations (PO Code) – Approved in 2007 and updated in 2011
  - ◊ EFPIA Code on Disclosure of Transfers of Value from Pharmaceutical Companies to Healthcare Professionals and Healthcare Organisations (HCP/HCO Disclosure Code) – Approved in June 2013 and updated in June 2014
  - ◊ EFPIA Guidelines on the EU Transparency Register – Approved in 2008 and updated in 2015

- **EFPIA & Joint Positions with other Stakeholders:**
  - ◊ EFPIA/IFPMA/JPMA/PhRMA Joint Position on the Disclosure of Clinical Trial Information via Clinical Trial Registries and Databases – updated in November 2009
  - ◊ EFPIA/PhRMA Principles for Responsible Clinical Data Sharing – 18 July 2013
  - ◊ List of Guiding Principles Promoting Good Governance in the Pharmaceutical Sector – November 2012
  - ◊ Joint declaration of CPME and EFPIA on the cooperation between the medical profession and the pharmaceutical industry – 9 April 2005

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CPME – Standing Committee of European Doctors
IFPMA – International Federation of Pharmaceutical Manufacturers and Associations
JPMA – Japanese Pharmaceutical Manufacturers Association
PhRMA – Pharmaceutical Research and Manufacturers of America

The **European Federation of Pharmaceutical Industries and Associations (EFPIA)** represents the pharmaceutical industry operating in Europe. Through its direct membership of 33 national associations and 40 leading pharmaceutical companies, EFPIA is the voice on the EU scene of 1,900 companies committed to researching, developing and bringing to patients new medicines that will improve health and the quality of life around the world.

Two specialised groups within EFPIA represent vaccine manufacturers – **Vaccines Europe - VE**, with 12 member companies and **European Bio-pharmaceutical Enterprises - EBE** with 60 member companies.

"**Partners in Research**" is constituted of non-pharma companies that collaborate in the IMI public-private membership. This constituent entity, created in June 2014, counts 23 members.