

**Continuing Professional Development of Doctors**  
 58<sup>th</sup> AEMH Plenary Assembly  
 The Core curriculum of CPD

Cooperation between the medical profession and the pharmaceutical industry  
**GENERAL PRINCIPLES**  
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 Directeur général adjoint, EFPIA

Athens, 12<sup>th</sup> May 2005

**COOPERATION BETWEEN DOCTORS AND PHARMACEUTICAL COMPANIES IS IMPORTANT AND NECESSARY**

- To exchange knowledge
- To secure safety of patients
- To support efficacy of therapy

**COOPERATION BETWEEN DOCTORS AND PHARMACEUTICAL COMPANIES MUST BE BASED ON HIGH ETHICAL STANDARDS**

- To respect both parties' independence
- To guarantee the rights of patients
- To respect expectations of society

**COOPERATION BETWEEN DOCTORS AND PHARMACEUTICAL COMPANIES REQUIRES TOTAL TRANSPARENCY**

- To ensure credibility
- « Conflicts of interest » must be publicly disclosed

**JOINT DECLARATION OF CPME AND EFPIA ON THE COOPERATION BETWEEN THE MEDICAL PROFESSION AND THE PHARMACEUTICAL INDUSTRY**

- **Concern** – increased public pressure re unadequate ethical behaviour
- **Approach** – to strengthen the reliability and confidence in cooperation between prescribing doctors and pharmaceutical companies by declaring general principles of ethical behaviour publicly

**JOINT DECLARATION OF CPME AND EFPIA Starting point**

- The medical profession and the pharmaceutical industry have each adopted ethical principles applying in the conduct of their activities
- Principles in the joint declaration are without prejudice to provisions in EU and national regulations and guidelines

## JOINT DECLARATION OF CPME AND EFPIA Methodology

- Joint working group under co-chair of Dr. Roland LEMYE (CPME) and Dr. Yves JUILLET (EFPIA)
- **Mandate** – defining general principals that should apply to collaborations between prescribing doctors and pharmaceutical companies, and exploring the possibility to agree on a common declaration
- **Methodology** – joint CPME-EFPIA working group
  - i. selecting areas
  - ii. twin drafting teams
  - iii. editorial meetings

## JOINT DECLARATION OF CPME AND EFPIA Areas selected

- Product information and promotion of approved medicines
- Meetings organised or sponsored by industry
- Clinical research
- Consultancy and affiliation

## JOINT DECLARATION OF CPME AND EFPIA Twin drafting

- For each topic one CPME-EFPIA « twin »
- Draft completed in March 2005
- CPME Board agreed draft with some changes, and mandated its Executive Committee to finalise it
- Revised draft approved by CPME-EFPIA earlier this week
- Final approval expected by 2<sup>nd</sup> June 2005 (EFPIA Board)

**PUBLIC RELEASE ON 8<sup>th</sup> June 2005**

## JOINT DECLARATION OF CPME AND EFPIA Meetings organised and sponsored by industry

- General principle endorsed by WMA – « physicians may attend medical conferences sponsored in whole or in part by a commercial entity (if) ... »
- Scientific meetings and conference, product specific meetings, CPD sessions, etc.
- Principles in the Joint Declaration shall apply all activities, including activities taking place outside Europe (EU, EFTA and EEA countries) when European doctors are involved.

## JOINT DECLARATION OF CPME AND EFPIA Meetings organised and sponsored by industry Summary of general principles included

- Clear educational content
- Based on scientific and medically relevant data
- CPD activities should be reviewed and certified
- Transparency – pupose of event clearly stated in the announcement
- Appropriate venue, avoiding travelling beyond what is needed
- Sponsorship should not extend to accompanying persons
- Hospitality should be reasonable, generally acceptable, and strictly limited to the purpose of the event
- Sponsoring/originasing of sporting/entertainment events is prohibited

## JOINT DECLARATION OF CPME AND EFPIA Implementation

- Framework that can serve as guidelines at a European level as wel as at a national level
- Common principles to be implemented in any cooperation
- Each party – CPME and EFPIA – to make their own decisions on how to implement the Joint Declaration within their respective memberships

## COOPERATION BETWEEN DOCTORS AND PHARMACEUTICAL COMPANIES

### THE WAY FORWARD

It is of vital importance that the collaboration between medical profession and the pharmaceutical industry is based on general principles, to guarantee high ethical standards and the rights of patients and to respect the expectations of society, whilst ensuring both parties' independence in the conduct of their activities

- Changing attitudes – to adapt behaviour to agreed general principles
- Cooperative approach – examples in CPD area in Sweden (by Richard BERGSTRÖM) and France (by Dr. Daniel

## MEDICINES FOR MANKIND

