

Responsible Transparency

In 2016, EFPIA member companies and those members of our member associations will make public details of certain payments made to healthcare professionals (HCPs) and healthcare organisations (HCOs) during 2015. The purpose of this letter is to explain why we are taking this step, what it means for you and to ask for your support.



Collaborative working between healthcare professionals and commercial life sciences organisations has long been a positive driver for advancements in patient care and progression of innovative medicine. Both parties regularly join together, during early scientific research, clinical trials and medical education in the interest of delivering and advancing high quality patient care.



Through the introduction of codes of conduct and other initiatives, the industry and healthcare professionals have worked together to continuously enhance the standards underpinning their relationship. However, this is an ongoing process and we are now taking the next step.



In recent years there has been growing public interest in the nature of the pharmaceutical industry's relationships with both HCPs and HCOs. Critically, the public want to know that such relationships do not influence clinical decisions, that they can trust their HCP **to recommend, administer or purchase appropriate care and treatments based solely on clinical evidence and experience.**



The European Commission recognises the need for good governance in the pharmaceutical sector and to this end published the Tajani Guiding Principles for the Promotion of Good Governance in the Pharmaceutical Industry signed off by all stakeholders in 2013. These Principles set out the expectation that **all financial interactions should be fully transparent.** The concern for improved transparency at EU level is reflected in actions at Member State level.



EFPIA, along with its member companies, fully support these principles and have responded to this with the publication of the EFPIA HCP/HCO Disclosure Code and associated amendments to the EFPIA HCP Code. This Disclosure Code, which has been transposed into national codes, requires that all member companies to make payments to HCPs and HCOs in certain categories publicly available from 2016. The transactions disclosed could consist of, for instance, a grant to a HCO, a consultancy fee for speaking or, payment for travel, or registration fees to attend a medical education congress. This information will be published on a public platform, which could be on the company's own website or a central platform.



However, **the ultimate success of this initiative**, as measured by public acceptance, depends in large part on the industry and HCP community working in partnership. We wish to ensure that our interactions with the profession are well understood and accepted by healthcare stakeholders and the public at large. Only if we work together can we successfully enhance transparency and public trust in our mutual relationship. Therefore we ask that you, as a healthcare professional, give your support to this initiative.



Over the next two years **we will keep you informed of progress on the implementation of the Disclosure Code** via the website of our member association in your country. The Disclosure Code itself can be accessed at <http://transparency.efpia.eu/>. We also encourage you to ask questions and provide comments (provide details of contact point). We will be providing a detailed set of explanatory Q&A in the near future, which we hope will answer many of your questions.



In closing, we would like to emphasize that **our goal is to strengthen the legitimate relationship between pharmaceutical companies and healthcare professionals by making these more transparent** and therefore better understood by patients and other stakeholders. We look forward to continuing working with you to improve the quality of patient treatment, research and overall patient care.