

Advancing Code of Ethics Implementation Course A – Internal considerations module Case Study 3

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Reference material: The Mexico City Principles, available: <http://mcprinciples.apec.org/home>

It is October 2025. You are the Executive Director of Pharmaceutical Association of Malicuria, Inc. (PAMI), whose member companies are both national and multinational firms in the pharmaceutical industry. From its modest beginnings in 2013, the association had grown to its present membership of 50 member companies, who supply both innovator and generic medicines for the citizens of Malicuria.

PAMI has always looked at its Code of Ethics as a source of pride; it was the first industry association in Malicuria to roll one out that gained widespread national and international acclaim. In the early 1990's interactions between healthcare professionals and the industry were placed under intense scrutiny by regulators worldwide. This resulted in a consultative assembly being convened to write the first edition of the PAMI Code of Ethics.

From time to time, PAMI's Board of Directors have asked you to check if the Code was relevant to the present environment, and after attending an APEC Biopharmaceutical Business Ethics Forum you realized that there were parts of the Code that needed revision. At the same time, you and your team at the PAMI secretariat have regularly consulted counterparts in other countries, specifically IFPMA (Switzerland) and JPMA (Japan) to ensure alignment with their Codes.

Because of recent mergers amongst companies, you notice that there are many new faces in the general membership meetings. You also are made aware that there are high turnovers of marketing staff amongst your member companies. At the same time, there are also a significant number of complaints brought to the attention of PAMI's Ethics Committee (50 complaints in the last year) that were a result of member companies overstepping their bounds in terms of engagement with HCPs and claims in their promotional materials. This has now been raised as a matter of concern by the Board of Directors.

1. How can you encourage your members to keep the PAMI Code of Ethics top of mind in their daily activities?
2. What activities can you conduct to ensure the Code is seen as an important tool for every PAMI member?
3. How can you help minimize Code violations amongst members?

Please summarize your recommendations on one or more flipcharts and appoint a group member to present the results.