

### **The APEC Mexico City Principles Section One: Interactions with Healthcare Professionals**

#### **What the APEC Principles say:**

- A. Interactions between Companies and healthcare professionals provide valuable scientific, clinical, product, and policy information about medicines that may lead to improved patient care.
- B. Appropriate marketing helps to ensure that medicines are used correctly for maximum patient benefit. Company relationships with healthcare professionals are critical to achieving these goals because they enable Companies to:
  1. inform healthcare professionals about the benefits and risks of medicines to help advance appropriate patient use;
  2. provide scientific and educational information;
  3. support medical research and education; and
  4. obtain feedback and advice about our products through consultation with medical experts.
- C. All interactions with healthcare professionals are to be conducted in a professional and ethical manner.
  1. Healthcare professionals must not be improperly influenced by Companies.
  2. Nothing should be offered or provided by a Company in a manner that inappropriately influences a healthcare professional's prescribing practices.
  3. Education and promotional activities should encourage the appropriate use of medicines by presenting them objectively and without exaggerating their properties, and should be in compliance with the provisions prescribed by these Principles and applicable local, national, and regional industry codes of ethics.
  4. Relationships between Company personnel and healthcare professionals should encourage the development of a medical practice committed to patients' well-being and be based on truthful, accurate, and updated scientific evidence.

#### **What this means:**

**For Companies:** Ensure that there are appropriate policies, procedures and training for all company personnel who interact with healthcare professionals, consistent with these principles;

**For Industry Associations:** Show Leadership by developing and implementing ethical standards that embody these principles and require all member companies to adhere to them;

**For Healthcare Professionals:** Respect that the purpose of interacting with companies is to enhance knowledge about medicines and assist in providing the best possible patient care; and

**For Patients:** Expect that healthcare decisions are made with the well-being of patients as the first priority, independent from any improper influence from companies.

#### **In practice, this means:**

- Interactions between enterprises and healthcare professionals should not include any form of entertainment or recreation. Providing or requesting entertainment gives the appearance that the purpose of the interaction is not to enhance medical knowledge, but to influence prescribing through providing a personal benefit.
- Food and beverages provided for healthcare professionals must be secondary and incidental to the provision of medical and scientific education. It follows that food and beverages should never be offered or given to spouses or other people who are not participating in medical education.
- Money, gift certificates or vouchers should never be offered or given by enterprises to healthcare professionals to exert influence. It is appropriate to remunerate a healthcare professional for providing a service, such as giving a presentation or attending an Advisory Board, as long as the payment is appropriate.