



Business Ethics for APEC SMEs Biopharmaceutical Sector

The APEC Mexico City Principles Section Sixteen: Patient Organizations

What the APEC Principles say:

- A. Companies should respect the autonomy of patient organizations and their independence.
- B. Support from Companies must not be conditional on the promotion of a specific medicine.

What this means:

Patient organizations are not-for-profit institutions serving the interests and needs of patients, their families and caregivers. All interactions by enterprises and industry associations with patient organizations must be ethical.

Applied examples may include

- NO PROMOTION OF PRESCRIPTION MEDICINES;
- FORMALIZATION OF AGREEMENTS (including the activities to be undertaken, cost, source and destination of funding; direct and indirect support and any other relevant non-financial aid);
- TRANSPARENCY (make available a list of organizations that receive financial or any other kind of support);
- EDITORIAL GUIDELINES (must not seek to influence the text in a manner favorable to commercial interests);
- USE OF LOGOS AND PATIENT ORGANIZATIONS PROPRIETARY MATERIALS (requires an explicit authorization from that organization, indicating the specific purpose and the way this material will be used as well as the temporality agreed with the patient organization); and
- HOSPITALITY AND MEETINGS (must be held in a proper venue that is conducive to the purpose of the event, avoiding those that are renowned for their entertainment facilities or considered ostentatious).