



Asia-Pacific  
Economic Cooperation

# 2018 APEC Business Ethics for SMEs Forum

18-20 July 2018 • Tokyo, Japan





## STAKEHOLDER COLLABORATION SESSION (18 JULY) BIOPHARMACEUTICAL SECTOR



### PART ONE: HEALTHCARE PROFESSIONALS

#### Introduction/Scene Setting

*Dr. Kenneth Hartigan-Go, HCP Co-Chair  
APEC Biopharmaceutical Working Group on Ethics*



## PART ONE: HEALTHCARE PROFESSIONALS

### Agenda:

- Session One:
  - HCP Code of Conduct Alignment with APEC Mexico City Principles (75 min)
- Session Two:
  - Medical Education Curriculum for APEC Mexico City Principles (45 min)

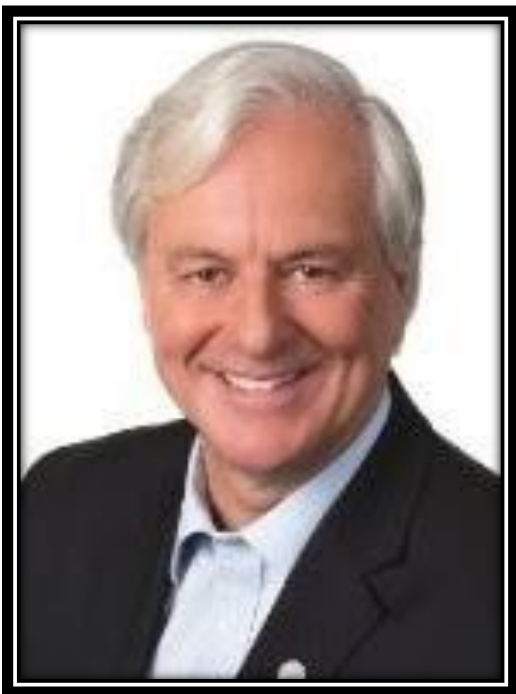


**STAKEHOLDER COLLABORATION SESSIONS (18 JULY)**  
**BIOPHARMACEUTICAL SECTOR**

***NETWORKING LUNCH  
AND BREAK  
(11:00-13:00)***



## STAKEHOLDER COLLABORATION SESSION (18 JULY) BIOPHARMACEUTICAL SECTOR



### PART TWO: PATIENT ORGANIZATIONS

#### Introduction/Scene Setting

*Mr. Russell Williams, Patient Co-Chair  
APEC Biopharmaceutical Working Group on Ethics*



## BIOPHARMACEUTICAL SECTOR STAKEHOLDER COLLABORATION SESSIONS

(18 JULY 2018)

Manhattan Room One and Two,  
Tokyo American Club, 2-1-2  
Azabudai,  
Minato-ku, 106-8649 Tokyo,  
Japan





Business Ethics for APEC SMEs  
Biopharmaceutical Sector

## PART TWO: PATIENT ORGANIZATIONS

13:00-15:35

- **Chair:** Mr. Russell Williams, Patient Co-Chair, APEC Biopharmaceutical Working Group on Ethics
- **Technical Secretariat:** Mr. Andrew Blasi, Director, C&M International
- **Support:** Mrs. Chrisoula Nikidis, Canadian Head of Compliance and Ethics Solutions, IQVIA





1. **Welcome & Brief Introductions** (15 minutes)
2. **Patient Organizations and the APEC Mexico City Principles / Nanjing Declaration** (15 minutes)
3. **Facilitated discussion on Multi-Stakeholder Consensus Frameworks** (60 Minutes)
4. **Building a Toolkit with Patient Organizations** (30 minutes)
5. **Facilitated discussion on Patient Organization Ad-Hoc Network** (30 Minutes)
6. **Facilitated discussion around a Statement of Recommendations for the Plenary Session** (15 minutes)







# Welcome & Brief Introductions



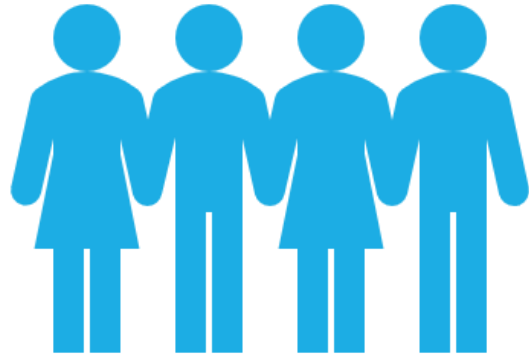
**Name - Organization - Expectations**





# Understanding the APEC Mexico City Principles and The Nanjing Declaration





# Mexico City Principles

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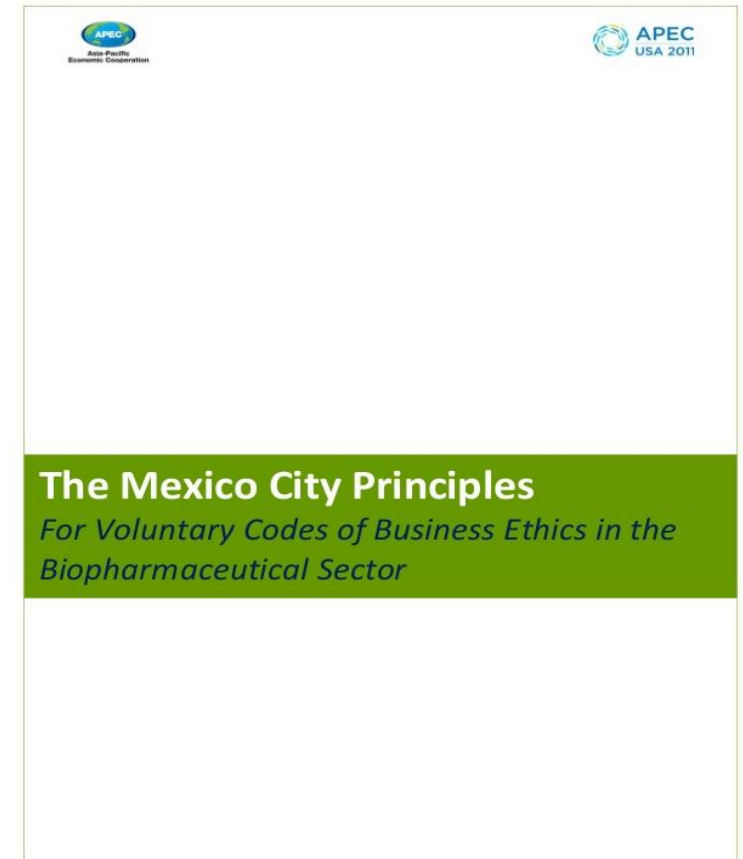
**Patients and patient organizations are identified throughout the Mexico City Principles and the Nanjing Declaration**

- Preamble
- Section 15 - Company Donations for Charitable Purposes
- Section 16 - Patient Organizations
- Section 17 - Adherence to Principles





# Mexico City Principles



## Mexico City Principles

### Preamble

Engage in the development, manufacturing, research, marketing, distribution, and/or sale of medicines to benefit patients

Ethical relationships with healthcare professionals, government officials, patients, and other stakeholders

Companies are committed to following the highest ethical standards as well as all applicable laws and regulations

Reinforce our intention that Companies' interactions are professional exchanges designed to benefit patients and to enhance the practice of medicine

Companies have an obligation and responsibility to provide objective, accurate, balanced information about their medicines to healthcare professionals

Companies should promote, sell and distribute their medicines in a manner that is ethical, objective, balanced and accountable, and in accordance with all relevant and applicable laws and regulations

Companies are committed to education and training on the safe, appropriate, and effective use of their medicines



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# Nanjing Declaration – Promoting Ethical Environments in the Medical Device and Biopharmaceutical Sectors through 2020



Representatives from healthcare providers, anti-corruption agencies, health ministries, health regulatory agencies, economic ministries, medical device and biopharmaceutical associations, industry and **patient organizations** from across the APEC region, convened in Nanjing, China to chart the future course of our joint efforts to advance the “Business Ethics for APEC SMEs Initiative” in the medical device and biopharmaceutical sectors.



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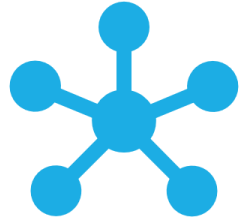
### Shared Commitment to achieving the Nanjing Declaration Goals

Recognizing our shared commitment to acting in the best interest of patients, we agree on a collective vision for the future of this initiative with recognition that there is more to be done to achieve regional alignment in ethical business practices for both sectors

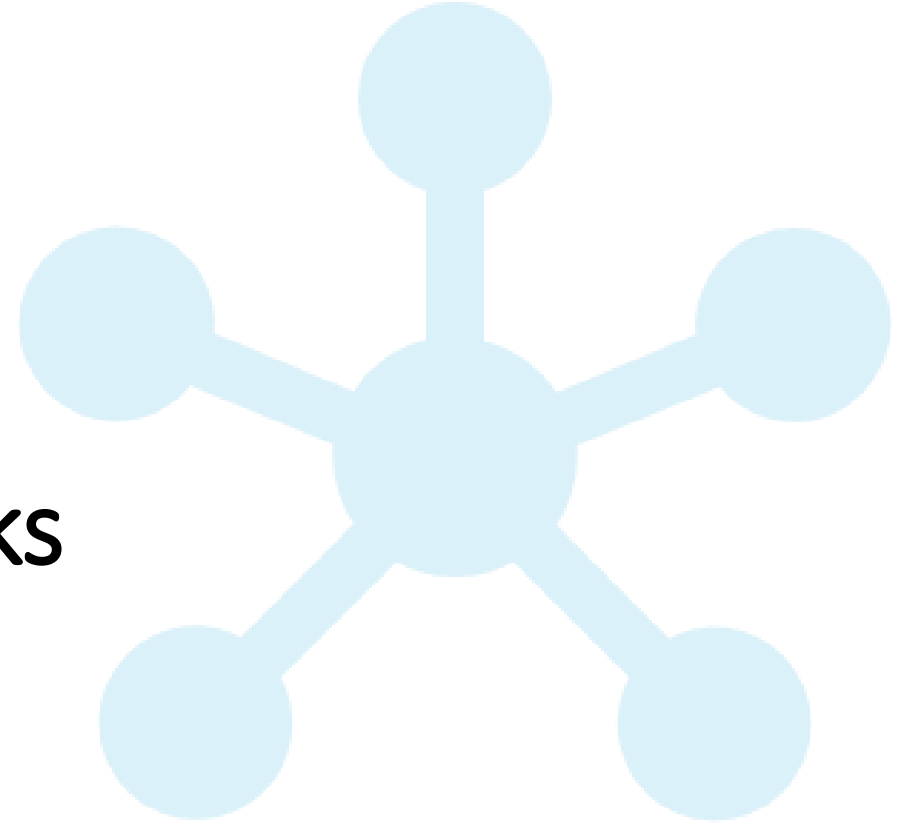
- Identify priority training areas for industry, governments, healthcare professionals and other stakeholders;
- For non-government organizations, in particular patient organizations: Support partnerships with government agencies, HCPs and industry associations



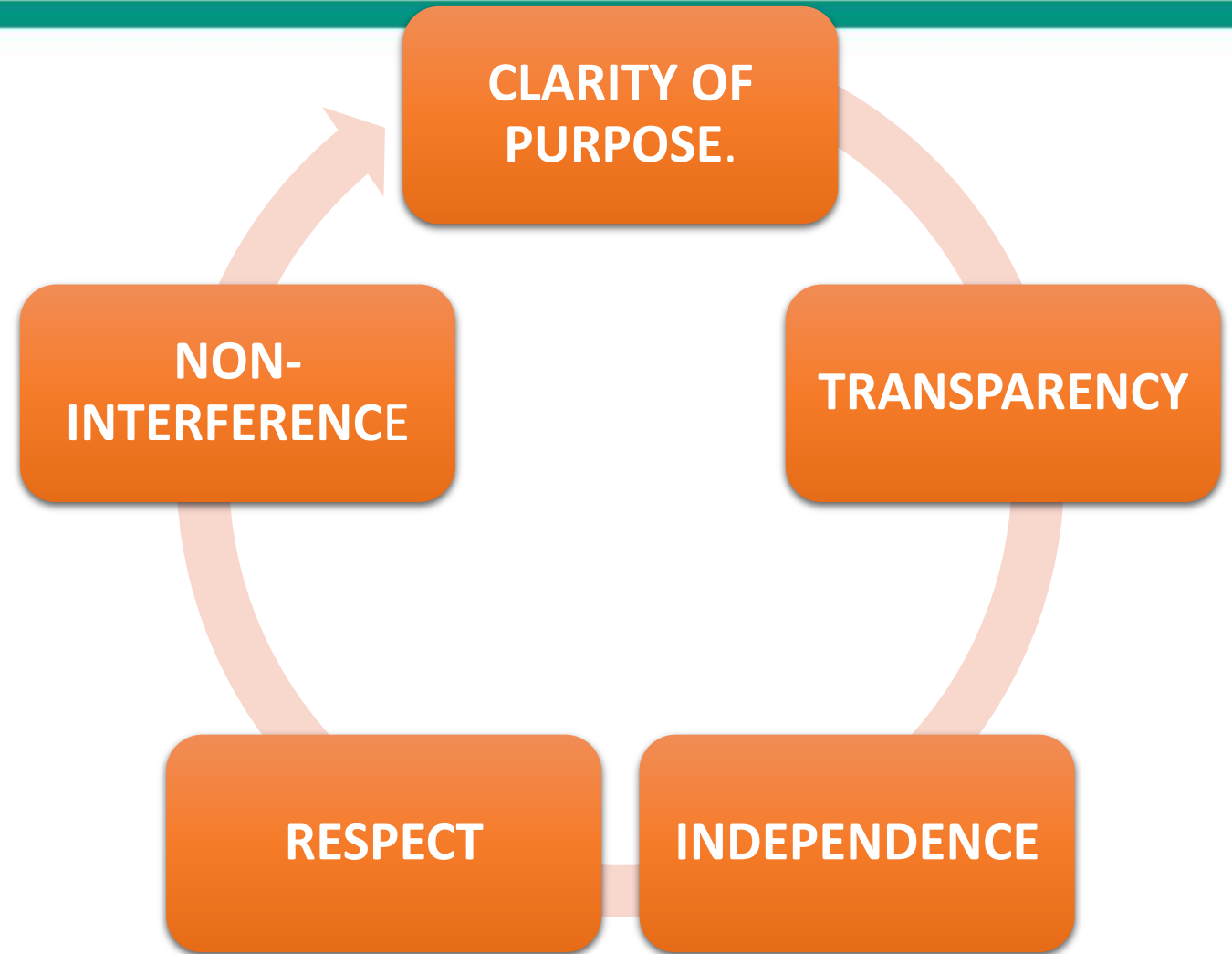




# Facilitated Discussion on Multi-Stakeholder Consensus Frameworks



# PRINCIPLES FOR ENGAGEMENT BETWEEN PATIENT ORGANISATIONS AND THE BIOPHARMACEUTICAL AND MEDICAL DEVICE INDUSTRY





# In preparation for today.. we asked 5 questions

1. What is the status of your Economy's Consensus Framework?
2. What is working well and what still needs to be improved?
3. Are patient or consumer organization's involved in your Consensus Framework? If so, which ones?
4. Why should patient organizations contribute in the next level of Consensus Frameworks?
5. How should patient organizations contribute in the next level of Consensus Frameworks?



# Presentations from the Economies

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Australia

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Canada

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Chile

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Hong Kong

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Japan

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Peru

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Philippines

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Vietnam



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# Facilitated Discussion on APEC Mexico City Principles -Toolkit for Patient Organizations



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# Guide to Implement Multi-Stakeholder Ethical Collaborations

The implementation of ethical collaborations among relevant stakeholders can be used to achieve the following outcomes:

- A platform to build trust and facilitate open communication;
- The development and/or alignment of codes of ethics across different stakeholders;
- Shared capacity-building and practical training programs; and
- The early identification of shared challenges and opportunities





# Guide to Multi-Stakeholder Collaborations

ENVISION	CONVENE	DEVELOP	GROW
<ul style="list-style-type: none"><li>➤ Embrace shared values</li><li>➤ Identify stakeholders</li></ul>	<p>Convene</p> <p>Ensure a common understanding</p> <p>Commit</p>	<p>Determine scope</p> <p>Draft</p> <p>Finalize</p>	<p>Publicise</p> <p>Maintain commitment</p> <p>Active communication</p> <p>Execute joint activities</p> <p>Measure</p>





# Sample Tool Box Ideas

## ☐ How do we reach out...?

- Monthly news letter
- Blog
- Tweets
- Linkden
- Etc..

## ☐ Who do we reach out to..?

- Reach to government officials
- Other patient organizations

## ☐ What do we say..?





Facilitated Discussion on the  
development of a Patient  
Organization Ad-Hoc Support  
Network to the Patient Co-Chair



# Discussion focus on the following questions

What will we do?

How will we do this?

Schedule quarterly calls

- How will we measure success

Who will commit?





Who will  
commit to  
working on  
this?





# Suggestion of Recommendations for the Plenary Session





# Recommendations



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**BIOPHARMACEUTICAL SECTOR**

***NETWORKING TEA***  
***(15:45-16:00)***





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**Mr. Thomas Cueni**  
IFPMA

## Government Co-Chair



**Ms. Rocio Delgado**  
DIGEMID, Ministry of  
Health Peru

## HCP Co-Chair



**Dr. Kenneth Hartigan-Go**  
College of Physicians  
Philippines

## Patient Co-Chair



**Mr. Russell Williams**  
Diabetes Canada

## Project Overseer



**Ms. Tricia Van Orden,**  
U.S. Department  
of Commerce

## *Members:*



**Mr. Pan Guangcheng**  
CPIA



**Ms. Zhang Beibei**  
*On behalf of Dr. Xu Ming*  
CCCMHPIE



**Ms. Sabrina Chan**  
HKAPI



**Mr. Darodjatun Sanusi,**  
GP Farmasi Indonesia



**Dr. Chairat Shayakui**  
Mahidol University



**Dr. Juan Francisco**  
Milan Soberanes  
CETIFARMA



**Mr. Jean-Jacques**  
Duhart  
CIF Chile



**Mr. Katsumi Kojima**  
JPMA

**MEETING OF THE APEC**  
**BIOPHARMACEUTICAL**  
**WORKING GROUP ON ETHICS**

## Technical Secretariat:



**Mr. Andrew Blasi**  
C&M International



## MEETING OF THE APEC BIOPHARMACEUTICAL WORKING GROUP ON ETHICS (18 JULY)

### Discussion Agenda

1. Roll Call by Technical Secretariat (CMI) – 3 Minutes
2. Welcome from the Project Overseer (Ms. Tricia Van Orden, U.S. Department of Commerce) – 5 Minutes
3. Brief Introductions by Members (Name, Organization, Economy, Length of Involvement) – 5 Minutes (30 Seconds Each)
4. Readout from WG Meeting on 4 April 2018 by Technical Secretariat (CMI) – 5 Minutes
5. Summation of Progress in Nanjing Declaration Implementation (by Project Overseer) – 5 Minutes
6. Member Comments on Remaining Gaps in Nanjing Declaration Goals – 15 Minutes
7. Facilitated Recommendations (Action Plan) to Achieve Nanjing Declaration Goals – 15 Minutes
8. Summation of Recommendations (Action Plan) by Technical Secretariat – 2 Minutes
9. Comments from the Floor (Non-Members) – 5 Minutes
10. Co-Chair & Member Updates – 2 Minutes Each (Time Permitting)
11. Closing Thoughts by the Project Overseer (U.S. Department of Commerce) – 3 Minutes



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