

## **The Mexico City Principles**

### **Section Twelve: Conduct and Training of Industry Representatives**

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

A. Company representatives play an important role in delivering accurate, up-to-date information to healthcare professionals about the approved indications, benefits and risks of medicines. These representatives often serve as the primary point of contact between the Companies who research, develop, manufacture and market medicines and the healthcare professionals who prescribe them. As such, Company representatives must act with the highest degree of professionalism and integrity.

1. Companies should ensure that all representatives who are employed by or acting on behalf of the companies, and who visit healthcare professionals, receive training about the applicable laws, regulations and industry codes of ethics that govern the representatives' interactions with healthcare professionals. In addition, companies should train their representatives to ensure that they have sufficient knowledge of general science and product-specific information to provide accurate, up-to-date information, consistent with applicable laws and regulations.
2. Companies should provide updated or additional training in all of the areas needed for their representatives who visit healthcare professionals. Companies should also assess their representatives periodically to ensure that they comply with relevant Company policies and standards of conduct.
3. Companies should take appropriate action when representatives fail to comply with relevant Company policies that are consistent with these Principles and national and local industry codes of ethics.

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

**For Companies:** Should establish a standard procedure to comply with Code of Practice and to communicate its provisions to their staff;

**For Industry Associations:** Should have Code of Practice and related guidelines so member companies can refer to and have regular training for mutual understanding; and

**For Healthcare Professionals:** Healthcare professionals should understand the position of companies in compliance with the Code and collaborate in the areas related.

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

- Companies and industry associations should regularly review their Codes to ensure that they address current practices;
- Industry associations should offer regular training on the code and what it advises to member companies/signatories. At the same time, companies should have regular training for their medical representatives and other relevant staff on the code of practice in relation to their operations and responsibilities; and
- Industry associations should from time to time outreach to medical societies and universities to inform them of changes to the Code of Practice that may impact interactions with healthcare professionals.