



2017 APEC Business Ethics for SMEs Forum

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BIOPHARMACEUTICAL SECTOR WORKSHOP

Interactive, Multi-Stakeholder Exercises

CASE STUDY 1

You are the designated compliance person at a small biopharmaceutical company based in Hanoi. Your company's brand manager for diabetes products tell you he has received an email from the local medical organization. The organization grants Continuing Medical Education (CME) accreditation for educational meetings such as the ones carried out by your company where you hire HCPs as speakers for these meetings. Your company's brand manager tells you the medical organization is requesting the following changes:

- In addition to being paid for the accreditation work they do, they request that all HCPS speaker fees be processed and paid through them as well.
- Because the volume of accreditation work has increased significantly, they are considering giving priority review to those companies which will become gold-sponsors to their yearly meeting. There is no 2017 finalized agenda or location yet, but the e-mail suggests it will be in luxury beach resort, to ensure high HCP attendance and that will also meet the needs of the spouses who are also expected to come.

Are there any issues with these circumstances relevant to the APEC Mexico City Principles?

Consider:

- Is there any additional information you would need to have, before you can provide advice?
- In bullet-point form, how would you frame an e-mail response?