

**The Value from and
Responsibility for
ensuring Ethical Codes
of Conduct:
Industry and
Association
Responsibilities**



**Asia-Pacific
Economic Cooperation**

*APEC Virtual Ethics for SMEs
Compliance Program*

“Only when you understand and live by principles will others trust you”

Principle Centered Leadership – Stephen Covey



The Industry's Responsibility to Patients

- WHO: “...the highest attainable standard of health is a fundamental right of every human being...”¹.
- The right to health includes access to timely, acceptable, and affordable health care of appropriate quality
- **Ethical interactions help ensure that medical decisions are made in the best interest of patients**
- **Healthcare and Patient Focus** means everything we do is intended to benefit patients
- **Independence** means decision-making by HCPs should be autonomous and free from improper influence

1. Constitution of the World Health Organisation, 1946: <http://www.who.int/news-room/fact-sheets/detail/human-rights-and-health>

The Industry's Responsibility to Itself

- The Industry is also **Responsible** for itself
- The Industry's **Reputation** is the Industry's own **Responsibility**
 - The Industry's **Reputation** is less than ideal, through past conduct
 - The Industry's future **Reputation** is the Industry's to shape, through demonstrating high standards of ethical conduct
 - By implementing ethical business practices we will demonstrate we accept **Responsibility** for change

2017 APEC Small and Medium Enterprises Ministerial Statement

“We reaffirm our commitment to strengthen ethical business practices to free SMEs from the high costs of corruption and support their ability to access global markets. To that end we reaffirm our commitment to the 2014 Nanjing Declaration and its goals.”

“We congratulated Viet Nam for joining Peru and Canada to reach one of the Nanjing Declaration's goals - launch of a Consensus Framework for Multi-Stakeholder Ethical Collaboration in the biopharmaceutical and medical device sectors.”

“We urge APEC economies to implement similar frameworks and continue toward full adoption of APEC Principles for codes of ethics as instructed by APEC Ministers and Leaders.”

Ho Chi Minh City, Viet Nam, 15 September 2017

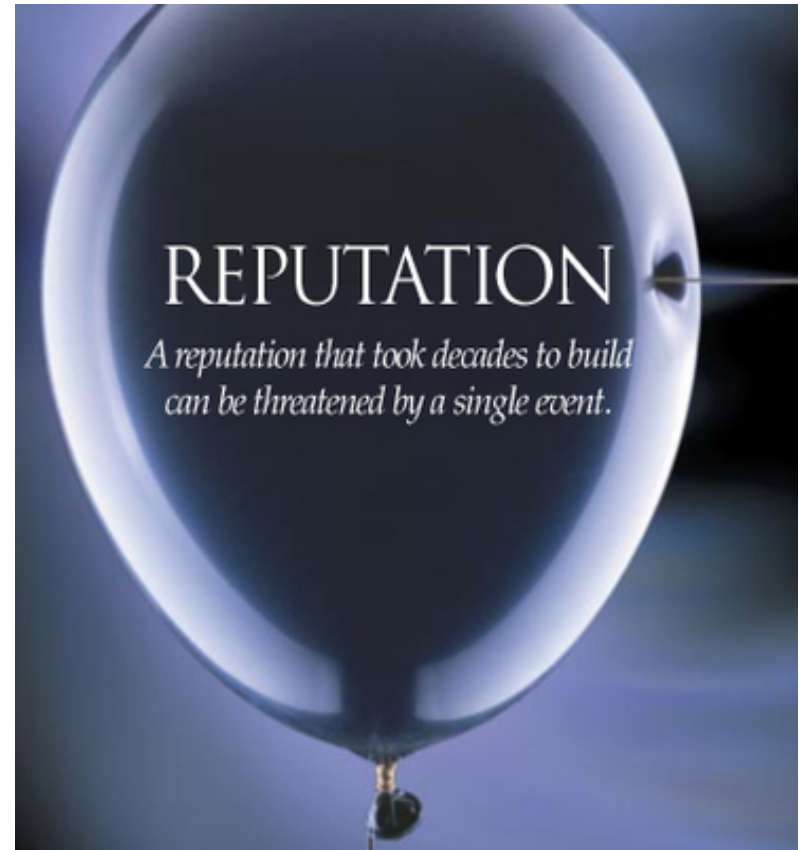
http://apec.org/Meeting-Papers/Sectoral-Ministerial-Meetings/Small-and-Medium-Enterprise/2017_sme

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The Industry and Associations' Responsibilities

- Industry Associations must show **Leadership** in developing and implementing Ethical Standards
- Member companies must show **Leadership** in supporting their Associations
- **Leadership** extends to non-member biopharmaceutical companies



The Value of Codes of Ethical Conduct

- Demonstrating High Standard Ethics through Codes of Conduct underpins the Industry's '**License to Operate**'
- Supports Industry's claim to maintain self-regulation or co-regulation with Government
- Turns **words** into concrete **actions**
- 'Operationalises' the Mexico City Principles in each Country
- Provides a tangible demonstration of Industry and Associations' commitment to Ethical Conduct

Company Values:

- *"Making Life Better for People Around the World"*
- *"Our pursuit. Life's potential"*
- *"Responsibility is a core part of our business"*
- *"Finding Better Ways to Help Patients"*
- *"Working Together for a Healthier World"*
- *"Health Connects Us All"*