

# IFAPP's International Code of Ethical Conduct for Pharmaceutical Physicians – 6 years later

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## IFAPP's Pharmaceutical Medicine Ethics Council

### AIMS

- Provide guidelines
- Continually re-evaluate ethics behavior in our contemporary global society

### CONSTITUTIONALISE

Working Party of Ethics  
[WPE] 2001



Pharmaceutical Medicine  
Ethics Council [PMEC] 2008

### WHAT HAS WPE ACHIEVED ?

1. "IFAPP's Code of Ethical Conduct" was published April 2003 – see: Website
2. IFAPP World – 2 publications
  - a – "High importance of IFAPP's Code of ethical Conduct" – Dec 2006
  - b – "Exercise in ethical conduct decision making" – Dec 2007

### CONTROVERSIAL "ETHICAL" DECISIONS

- Washington Post "Body-hunters" series
- Thalidomide 1960s - "requestion world authorities' thinking"
- Vioxx voluntary – "withdrawal ensuing Cox 2 fallout" [2004]
- Monoclonal antibody Phase 1 potential disaster [2006]

TRUTH,  
TRANSPARENCY,  
TRUST

### FUTURE ADVANCES IN PHARMACEUTICAL MEDICINE ETHICS

- Poverty
- Global bioethics
- Biobanking – Stem cells
- Culture shift / Geographic boundaries
- E – Clinical trials
- Errors, Accountability, Evidence-based informed decisions



# IFAPP GLOBAL STRATEGY 'Shaping the Future'

## RATE OUR AIMS

1. Act as international forum of and for Pharmaceutical Physicians 55%
2. Foster Pharmaceutical Medicine as a speciality 40%
3. Develop pharmaceutical medicine education 60%
4. Promote National Member Associations relationship between medical, allied professions, regulatory authorities (FDA, ...), international organisations (WHO, ...) 40%
5. Disseminate Pharmaceutical Medicine information to Health Professionals worldwide 44%
6. Organise Pharmaceutical Medicine conferences and other meetings 65%

2008

## CHALLENGES

- Value -
- Visibility -
- Viability -
- Validity -
- Versatility -
- Volume -

## IFAPP GLOBAL STRATEGY WORKING PARTY

**ROLE:** Process and System driven – trends, utilities, define and defend issues and solve problems.

**BRIEF:** To assist IFAPP explore options, debate issues, think through implications, track metrics, identify possible solutions.

**MEMBERSHIP:** 5 core, plus 20 associate members (if needed).

## CAN WE DELIVER 90 - 100 % ?

1. Act as international forum of and for Pharmaceutical Physicians 90%
2. Foster Pharmaceutical Medicine as a speciality 90%
3. Develop pharmaceutical medicine education 100%
4. Promote National Member Associations relationship between medical, allied professions, regulatory authorities (FDA, ...), international organisations (WHO, ...) 90%
5. Disseminate Pharmaceutical Medicine information to Health Professionals worldwide 90%
6. Organise Pharmaceutical Medicine conferences and other meetings 100%

2013



**THIS IS YOUR FEDERATION**  
IFAPP needs your help.

- Collaboration
- Cooperation
- Communication

**Engagement + Involvement**



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