



# FIFARMA

Federación Latinoamericana de la  
Industria Farmacéutica

# PHARMA INTEGRITY PRINCIPLES

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2017

# Description

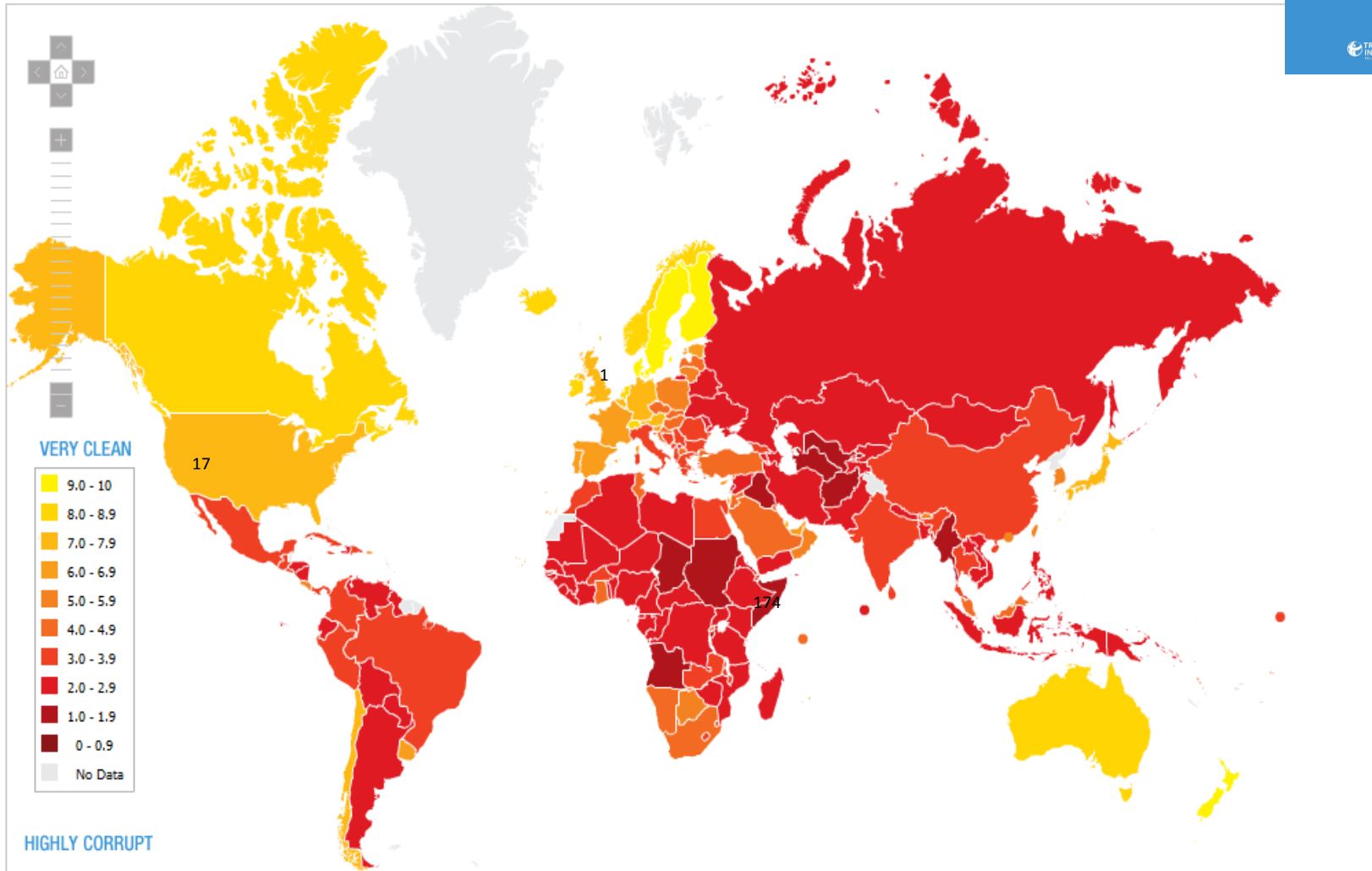
- The **Pharma Integrity Principles** were developed in consultation with national and multinational industry:
  - Associations, patient advocacy organizations and 2 chapters of Transparency International (TI)
  - A multi-stakeholder Advisory Committee (FIFARMA, Cetifarma, TI)
- **External consultations** were carried out
  - Open consultation during the Third Latin American Compliance Congress held in Panama in 2016 gathering insights from 150+ attendees
  - Two satellite workshops were held in Mexico and Argentina to gather input from different stakeholders
- The Pharma Integrity principles **were launched in May 4<sup>th</sup> 2017** by Transparency International
  - A joint press release between TI-FIFARMA was released in the UK and has been translated to Spanish and Portuguese
  - The Pharma Integrity Principles were signed by companies and associations during the 2017 FIFARMA Regional meeting (Miami, May 2017)

# Why this Journey?

- The aim of the *Pharma Integrity Principles* for Latin America is to provide a **framework for good business practices** and risk management strategies to **promote integrity** in the pharmaceutical sector
- **Compliance has been a top priority** shared by Pharma associations and companies in Latin America
- The need of a multi stakeholder **effort to raise the bar in terms of ethical standards for the benefit of patients** in Latin America is clear
- Positive examples are **needed to encourage others to follow**, these principles are a practical tool to guide those who may want to develop their own programs
- **Engage** companies to ethical business practices and to the development of an effective program of internal controls to implement this policy
- Provide companies with **practical guidance and a reference point** to develop or **benchmark** their own policies and procedures to **promote integrity**

# Corruption Perceptions Index

**CORRUPTION  
PERCEPTIONS  
INDEX 2016**



# ARGENTINA

Corruption  
Perceptions  
Index 2016

Rank  
**95** / 176

Score  
**36** / 100

[Contact our chapter](#)



No sustainable development without tackling corruption: the importance of tracking SDG 16

12 Transparency International Chapters are at the UN in New York City to share their findings measuring national

New leads in Odebrecht case must be followed up in 11 countries after settlement



A Transparency Agenda for Argentina



Transferencias condicionadas en América Latina: promoviendo igualdad a través de transparencia y rend



Conditional cash transfers in Latin America: promoting equality through transparency and accountabil

- Global civil society organization founded in 1993 to lead the fight against corruption and raise awareness of the damaging effects of corruption.
- More than 90 chapters worldwide and an international secretariat in Berlin, Germany.
- Works with partners in government, business and civil society to develop and implement effective measures to tackle corruption.
- Receives funding from a number of different sources including governments, foundations, the private sector and individuals. All contributions above 1,000 Euros are displayed in their website

# TABLE OF CONTENTS

<b>FOREWORD</b>	<b>2</b>
<b>STAKEHOLDER DEVELOPMENT</b>	<b>3</b>
<b>1. INTRODUCTION</b>	<b>4</b>
<b>2. THE BUSINESS PRINCIPLES</b>	<b>5</b>
<b>3. DEVELOPMENT OF A PROGRAMME FOR COUNTERING BRIBERY</b>	<b>6</b>
<b>4. RISK ASSESSMENT</b>	<b>7</b>
<b>5. SCOPE OF THE PROGRAMME</b>	<b>7</b>
5.1 Conflicts of interest	7
5.2 Bribes	7
5.3 Political contributions	7
5.4 Charitable contributions and sponsorships	8
5.5 Facilitation payments	8
5.6 Gifts, hospitality and expenses	8
<b>6. PROGRAMME IMPLEMENTATION REQUIREMENTS</b>	<b>8</b>
6.1 Organisation and responsibilities	8
6.2 Business relationships	8
6.3 Human resources	10
6.4 Training	10
6.5 Raising concerns and seeking guidance	10
6.6 Communication and reporting	11
6.7 Internal controls and record keeping	11
6.8 Monitoring and review	11
6.9 Cooperation with authorities	11
6.10 Independent assurance	12

**BUSINESS PRINCIPLES  
FOR COUNTERING BRIBERY**  
A MULTI-STAKEHOLDER INITIATIVE  
LEADERED BY TRANSPARENCY INTERNATIONAL

# TRANSPARENCY INTERNATIONAL LAUNCHES NEW PRINCIPLES TO PROMOTE INTEGRITY IN THE PHARMACEUTICAL INDUSTRY IN LATIN AMERICA

4th May 2017, London – Transparency International's Pharmaceuticals & Healthcare Programme is today launching a set of new principles focused on strengthening ethical standards across the pharmaceutical sector in Latin America, promoting integrity and ethical business practices.

## BUSINESS PRINCIPLES FOR PROMOTING INTEGRITY IN THE PHARMACEUTICAL SECTOR

A REGIONAL MULTI-STAKEHOLDER INITIATIVE FOR  
LATIN AMERICA LED BY TRANSPARENCY INTERNATIONAL  
UK'S PHARMACEUTICALS & HEALTHCARE PROGRAMME



*“Compliance has been a top priority of the research & development pharmaceutical industry associations and companies in Latin America. The need for multi-stakeholder efforts to raise the bar in terms of ethical standards in the benefit of patients in the region is clear. These Principles are an additional tool to provide companies with practical guidance and a reference point to develop or benchmark their own policies and procedures to promote integrity, thus strengthening standards and good governance across the region, which is one of FIFARMA’s main goals”*

**Luis Villalba**  
Director General  
FIFARMA

FIFARMA is the Latin American Federation of Pharmaceutical Industry, a regional organization that represents 13 Research and Development Pharmaceutical Companies and 9 local Trade Associations across the Latin American region. FIFARMA members are involved in the research and development of innovative healthcare products, and provide state of the art healthcare solutions through a variety of products and services aimed at improving and saving patients’ lives across the globe, placing patient safety as one of our main objectives.

*“These Principles are the result of a multi-stakeholder approach that has brought a broad range of representatives from the pharmaceutical industry and the Latin American health sector. Their involvement in this process has already demonstrated an important commitment to applying high ethical standards in the Latin American health industry. We now hope that companies throughout the industry will adopt and implement these Principles.”*

**Sophie Peresson**  
Director  
TI’s Pharmaceuticals & Healthcare Programme

Transparency International’s Pharmaceuticals & Healthcare Programme is a global initiative based in Transparency International UK. Applying Transparency International’s strengths and expertise, the Programme’s overall goal is to improve global health and healthcare outcomes for the benefit of all people of all ages. It aims to achieve this by reducing corruption and promoting transparency, integrity and accountability within the pharmaceutical and healthcare sectors.

# AIM OF THE PRINCIPLES

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The Pharma Integrity Principles for Latin America aim to promote integrity in the pharmaceutical sector and guide companies in:

- Eliminating bribery and related conflicts of interest
- Demonstrating that the pharma industry is able to do business with integrity
- Making a positive contribution to improving business standards of integrity, transparency and accountability
- Development, or strengthening of a practical and effective internal Anti-Corruption or Integrity Program.

These principles serve to complement the existing efforts of the industry at a local and regional level to promote integrity and ethical business practices in the pharmaceutical sector.

<http://www.transparency.org.uk/publications/business-principles-pharma-sector/>

# SCOPE OF THE PRINCIPLES

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Bribes

Political Contributions

Charitable Contributions and Sponsorships

Gifts, Hospitality and Expenses

Interactions  
With

Health Care Professionals

Patient Organizations

Healthcare Institutions



# Implementation Requirements

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## 1 Organization and responsibilities

## 2 Business Relationships

Subsidiaries  
Joint ventures  
Agents and other intermediaries  
Contractors, suppliers and distributors

## 3 Human Resources

## 4 Training

## 5 Raising concerns and seeking guidance

## 6 Communications and reporting

## 7 Internal controls and auditing

## 8 Monitoring and review

## 9 Additional Provisions



## Signing Statement (Associations)

## Signing Statement (Medical Societies)

## Signing Statement (Payor Agencies)

# Signing Statement (Companies)

### Commitment to Integrity

As business leaders, we have individual and organisational responsibilities to make a strong and active contribution to promoting integrity in the pharmaceutical sector in Latin America. By committing to the *Pharma Integrity Principles*, we join together to support an initiative to strengthen standards across the region and contribute to the goals of good governance, integrity and patient welfare.

We support the *Pharma Integrity Principles*, derived from Transparency International's Business Principles for Countering Bribery and relevant industry codes of practice. These *Principles* call for a commitment to two fundamental actions:

- A zero-tolerance policy towards bribery and related conflicts of interest, and
- Development of a practical and effective implementation programme.

Our support means that we will either implement anti-bribery and conflict of interest practices based on these *Principles* or use them to benchmark and improve our existing programmes so that they achieve the objectives of these *Principles*.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Full Name (Print): \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_



Thank You