

Rx&D Code of Conduct: 11 Guiding Principles

1. The health and well being of patients and all Canadians is our first priority.

Rx&D embraces the mission of improving the quality of life of all Canadians and enhances our health care system by fostering the discovery, development and availability of new medicines and vaccines.

2. All Rx&D member companies must adhere to the Code of Conduct and its intent as a condition of membership.

All members' CEO / General Managers must sign an agreement to uphold the Code in spirit and in letter. The industry is self-regulated and as such, has instituted a firm compliance program and penalties.

3. No monetary or other consideration is to be given to health care professionals for the purpose of gaining access or influence.

We trust health care professionals to make the best decisions about possible medicinal therapies, in consultation with their patients, without the intrusion or undo influence from other parties.

4. All product information provided to health care professionals must be accurate and fair balanced.

It is essential and possible to educate health care professionals and patients regarding the optimal use of innovative prescription medicines.

5. Clinical trials are developed to further science.

The essence of conducting safe clinical trials is to further science, by striving for the most effective and safe medicines to offer Canadians.

6. The purpose of Continuing Health Education (CHE) is to provide balanced and unbiased education to health care professionals.

CHE programs must be designed to meet the principles established by various regulatory professional bodies, including, without limitation, the Royal College of Physicians and Surgeons, The Federation of Medical Specialists of Quebec.

7. All interactions with health care professionals are to be conducted in a highly professional, business like, and ethical manner.

Rx&D strives to ensure professional behavior when dealing with health care professionals.

8. The only acceptable form of hospitality for health care professionals is a modest meal and/or refreshments.

Rx&D member companies agree that all business interactions with health care professionals are to be conducted in a proper environment.

9. Grants, donations and service-oriented items are never to be provided to health care professionals to promote specific prescription medicines.

Interaction with health care professionals should focus on promoting the transfer of knowledge regarding innovative medicines and vaccines.

10. Company Sales Representatives may not participate in market research, clinical studies, advisory boards or consultancy arrangements.

Company sales representatives are the main point of contact between the pharmaceutical industry and other partners in Canada's health care sector. Their role: education of health care professionals by providing them with full and factual, information on prescription medicines. Medical experts are responsible for conducting clinical studies and related activities.

11. Advisory boards and consultants are only to be used to gather scientific or commercial guidance

Advisory boards and consultants are designed to offer advice and guidance to Rx&D members in the conduct of various aspects of their business operations and should not be used for improper purposes.

