

## NEWS RELEASE

### **Rx&D Launches Industry Code of Conduct Education Program**

**Ottawa, November 16, 2005** – Advancing its commitment of compliance and adherence to the highest ethical standards possible in member companies ongoing relationships with Canada's health care professionals, *Canada's Research-Based Pharmaceutical Companies* (Rx&D) today announced the introduction of a major *Code of Conduct* education program for industry managers and professionals.

The comprehensive annual education program, to be held at various times throughout the year, will be launched the same month new improvements to the Rx&D *Code of Conduct* come into effect, January 1, 2006.

“The goal of this new annual education program is to build greater awareness about our *Code* and the guiding principles to be adhered to in our business practices with Canada's health care professionals,” stated Rx&D President Russell Williams.

The training program offers a mixture of approaches to learning that industry professionals value including, an online assessment tool to help professionals measure their *Code* knowledge, E-Learning, web-based and paper resources, and face-to-face workshops. A “train-the-trainer” program will assist member companies to make the most of in-house experts who will support the face-to-face training programs.

Gary Pruden, chair of the association's Industry Practices Committee and president of Janssen-Ortho, said the program was welcomed by member companies. “The program will not only enhance the understanding of our *Code* but will underline the necessity of all member companies to adhere to the *Code's* guiding principles and guidelines in our relationships with health care professionals.”

Part of the education program will highlight and emphasize the latest improvements to the *Code of Conduct* approved by Rx&D's Board of Directors. These improvements include 11 “Guiding Principles” that will enhance contractual agreements, clarify the roles of company health information specialists, and redefine the extent of business interactions with health care professionals. The “Guiding Principles” will be supported by an aggressive enforcement mechanism.

Mr. Williams also stated that Rx&D is in contact with governments and other health care professional associations, alerting them of the latest changes to the *Code*. “We are currently communicating with governments and health care professional associations across the country to inform them of the latest improvements.”

“Our community is proud of its *Code of Conduct*,” continued Mr. Williams. “The *Code* has evolved over the years, responding to both public expectations and professional health care business practices. As a living document, the *Code* will continue its evolution, responding in a timely manner to changes in practices and norms all while ensuring the *Code* meets the highest ethical standards possible.”

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*Canada's Research-Based Pharmaceutical Companies (Rx&D)* is an association of members dedicated to improving the health of Canadians. As a partner of the health care system, our discoveries help eliminate the need for medical procedures such as surgery, which have a significant impact on patient quality of life and health care budgets. Our community represents more than 22,000 men and women working for over 50 member companies in Canada.

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