

## Ethical Marketing Practice

### FIFARMA (Mexico) calls for integrity, transparency and shared responsibility by industry and HCPs alike

In a recently published article, the Latin American Federation of Pharmaceutical Industries voices the need for shared responsibility with HCPs and drug company commitment, through voluntary adoption of the local codes.

The Latin American body, FIFARMA, calls for greater accuracy and less indiscriminate reporting to allow a balanced view of industry ethics and the industry relationships with HCPs.

An interesting quotation on the matter of shared responsibility:

"The first step to improve the value of these relationships and preserve the public trust is to accept that both parties must assume responsibility for the clarity of their relations. Both must be transparent about combining research, clinical, and educational efforts within a framework of professional ethics, focused on the goal of improving health. There is also a need for multi-stakeholder efforts to raise the bar in terms of ethics standards in the benefit of patients."

And about the need for broad industry commitment:

"By voluntarily adopting and implementing up The Codes of Practice and Integrity Principles drug companies will further demonstrate their commitment to prevent corrupt activities by tackling conflicts of interests while improving business standards of integrity transparency, and accountability in the region. Compliance to these codes and principles must become a nonnegotiable (sic) priority of these corporations."

Taking lessons from this:

This shows that we need to work together to get broad industry commitment to the Code to level the playing fields and to work with HCPs to embrace the HCPSA code, to support mutually responsible and transparent relationships.

Reference:

Luis Villalba, "Pharmaceutical companies and medical practitioners or "the beast and the beauty"?", *Clinics in Dermatology* (2019) 37, 16-20