

## **Policy on Collaboration with the Pharmaceutical Industry**

### **Introduction**

Pharmaceutical companies are a major stakeholder in the cancer arena as their products are a core component of most cancer treatments. Cancer consumers have an interest in the effectiveness, safety, side effects, cost of drugs and information about clinical trials for which they may be eligible.

These companies provide information that can assist CVA in distributing information to our constituents about clinical trials, proper use of medicines, and product information.

In turn CVA can provide information to these companies to assist in their understanding of the experiences and needs of people with cancer. CVA recognises the importance of maintaining dialogue with industry and developing a relationship with those companies producing specific cancer products that will be of benefit to people with cancer.

CVA lays out the **principles** and **practice** of its involvement with pharmaceutical companies, recognising the Medicines Australia Code of Conduct and the *Working Together* guide jointly produced by Medicines Australia and the Consumers' Health Forum of Australia.

### **Principles**

CVA will act according to its own independently determined priorities, issues and timeframes.

CVA is committed to total transparency in all dealings with pharmaceutical companies.

CVA will not endorse individual pharmaceutical cancer products

CVA will not endorse or develop a special relationship with an individual pharmaceutical company

CVA will engage in dialogue with pharmaceutical companies about cancer treatments for the betterment of our constituency

### **Practice Information**

Pharmaceutical companies provide a wide range of information and opportunities to health professionals, government and consumer groups. As a recognised and identified participant it is important that CVA be included on the following basis:

CVA may attend meetings, briefings, seminars, conferences where information about new products, treatment protocols are relevant to our members. CVA will not endorse or promote any products discussed at these meetings or have its name used to promote such products.

### **Consumer ‘Representation’**

CVA understands that through its position as a peak Australian cancer consumer organisation it may be asked to review patient information material to ensure that they have validity and understanding for cancer patients.

CVA will not accept any fee for service for this role.

CVA or its representative/s may however, be reimbursed for any out of pocket expenses in connection with this task

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[Please note that Cancer Voices Western Australia (CVWA) does not accept any level of funding from pharmaceutical companies including travel, accommodation and out-of-pocket expenses.]

### **Discussion with Staff**

CVA staff or board members may meet with representatives of pharmaceutical companies and provide relevant information about cancer patients and their experiences of a particular cancer.

CVA will not provide a consultancy service and no staff member can receive a personal payment as a result of these meetings.

CVA staff may, however, be reimbursed for any out of pocket expenses in connection with this task.

### **Website**

CVA will not include any links from our website to pharmaceutical companies, or display any company logos on our website.

### **Media Releases**

CVA will not provide any comment, input or support to a pharmaceutical company media release.

### **Funding**

Any person representing CVA cannot and will not endorse a product or accept payment for their services

CVA will not accept funds from pharmaceutical companies to support core CVA operations.

CVA will not enter into any third party relationships where funds for activities are provided by pharmaceutical companies.

CVA board and staff will review any offer of hospitality including travel and accommodation provided by a pharmaceutical company.

### **Other**

CVA's logo and promotional information cannot be used by any pharmaceutical company to promote a product or product information.

CVA will maintain a register of involvement with pharmaceutical companies which is available on request to all CVA members and the cancer community.

### **Policy Review**

CVA's board will oversee and review this policy annually

**Adopted - 19 February 2009**

**John Newsom  
Chair**