



**ΚΕΦΕΑ**

Cyprus Association of Research and  
Development Pharmaceutical Companies (KEFEA)

**RESPONSIBLE  
TRANSPARENCY:  
KEFEA  
DISCLOSURE  
CODE**

Access the Code online  
through our website


[www.kefea.org.cy](http://www.kefea.org.cy)

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Within the framework of European level efforts to increase transparency, responsibility and credibility in the pharmaceutical industry, the pharmaceutical companies-members of KEFEA and EFPIA have taken the decision to disclose payments and other transfers of value to healthcare professionals (HCPs) and healthcare organisations (HCOs).

The public disclosure of transfers of value marks a significant development in the relationship between the industry and HCPs. It is the first time these transfers of value have been made public across Europe and the industry is committed to working with all stakeholders in healthcare to ensure that the value of these relationships and the benefits of greater transparency are understood.

## **ABOUT THE DATA**

- ◆ The disclosed information concerns, among others, grants to scientific organisations, consultancy fees for speeches, and payment of costs for healthcare professionals to attend medical conferences in Cyprus and abroad. They also include the cost of registration, accommodation and travel to conference venues.
  - ◆ Disclosure is made either by name with the written consent of the affected party or on aggregate and anonymously if consent has not been given by the HCP.
  - ◆ The first disclosures concern transfers of value made during 2015 and will be available to the public in June 2016.
  - ◆ KEFEA's website will host web links to each company's disclosure platform.
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## **ABOUT THE RELATIONSHIP BETWEEN INDUSTRY AND HEALTH PROFESSIONALS**

- ◆ Collaboration between industry and health professionals benefits patients. It is a relationship that has helped deliver numerous innovative medicines and changed the way many diseases impact our lives.
- ◆ Industry and health professionals collaborate on a range of activities from clinical research to sharing best clinical practices and exchanging information on how new medicines fit into the patient pathway.
- ◆ More specifically, these involve advisory boards, chairing and speaking at meetings, consultancy services or attendance at medical education events such as congresses.
- ◆ Sharing knowledge is at the heart of the industry – HCP relationship.
- ◆ Companies can shape their future research programmes based on the scientific and medical expert opinion of HCPs. For example, ensuring studies are developed in the right way to enable a meaningful assessment of clinical benefit.
- ◆ Understanding how a medicine would be used in clinical practice can help companies provide the right information, education and training to support the introduction of a new medicine and to ensure the best outcomes for patients.
- ◆ As well as being paid for their time and expertise, clinicians can benefit from sharing ideas with colleagues, or through building their own understanding of the science behind new treatments. Patients are the ultimate beneficiaries of this information exchange, benefiting from new medicines that meet their healthcare needs.

## **ABOUT THE RELATIONSHIP BETWEEN INDUSTRY AND HEALTHCARE ORGANISATIONS**

- ◆ Collaboration between industry, health professionals and healthcare organisations benefits patients.
- ◆ Companies provide grants to healthcare organisations to support educational programmes or research grants to further medical or scientific knowledge.
- ◆ Companies may provide donations to organisations to improve the quality and availability of health care information, advance knowledge in medicine, health care and allied sciences and science education.

## **PRIVACY vs TRANSPARENCY**

European Data Protection Regulations and the Cyprus Office of the Commissioner for Personal Data Protection require companies to seek consent from a health professional in order to publish the transfers of value data.



## **WHAT DO WE WANT TO ACHIEVE WITH THE DISCLOSURE CODE?**

Our aim is to strengthen the legitimate relationship between pharmaceutical companies and healthcare professionals and healthcare organisations by making these relationships more transparent and therefore better understood by patients and other stakeholders.

Adherence to the Code is obligatory for all members of KEFEA, as well as all members of the European Federation of Pharmaceutical Industries and Associations (EFPIA) who are active in Cyprus.



## KEFEA

The Cyprus Association of Research and Development Pharmaceutical Companies (KEFEA) was established in 2006 and represents the innovative pharmaceutical industry in Cyprus. Its mission is to provide Cypriots with innovative medicines. Its objectives include ensuring uninterrupted access to medicines in the Cyprus market, providing qualitative healthcare, providing scientific educational information on diseases and treatments to healthcare providers, and ensuring that European objectives regarding high healthcare standards are implemented in Cyprus. KEFEA is a member of the European Federation of Pharmaceutical Industries and Associations (EFPIA).



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