



Pharmaceutical Association of Malaysia
Persatuan Farmaseutikal Malaysia

Pharmaceutical Association of Malaysia
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Dear Y. Bhg. Dato',

Pharmaceutical Association of Malaysia (PhAMA) updates on the PhAMA Code of Conduct provision concerning sponsorships & symposia

The Pharmaceutical Association of Malaysia (PhAMA) would like to inform that it has recently updated its Code of Conduct for Marketing Practices for its members.

We would like to bring to your attention some of the updates that concerns sponsorship of Healthcare Professionals and honorariums. The newly revised provisions concerning the two aspects are as follows:

Section -11. Symposia, congresses and other means of verbal communication

- 11.1 Objectives: Symposia, congresses and the like are indispensable for the dissemination of knowledge and experience. Scientific objectives should be the principal focus in arranging such meetings and entertainment and other hospitality shall not be inconsistent with such objectives.

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Section- 11.2 Sponsorship: When a pharmaceutical company or association organizes or sponsors a symposium, congress or other medical/health care or educational programme:

On a professional basis, a doctor or pharmacist under the employment of a member company is allowed to attend Scientific meetings under the umbrella of a professional Society or Organisation of which he is a member (e.g., MMA, MPS) even though it maybe organized by a competitor company.

Sponsorship is limited to travel, meals, registration fee, accomodation and limited entertainment. Entertainment should be modest and secondary to the main purpose of the meeting. As a guide, at least 75% of the time involved in the meeting should be dedicated to scientific and educational contents.

Sponsorship to attend overseas scientific meetings (excluding internal company meetings) will:

- Only cover basic economy travel (if travelling time is less than 6 hours), meals, lodging and registration fee.
- Limited to maximum twice per year/company for each healthcare professional.
- The cost of the most direct route will be funded.
- Exclude accompanying persons.

No company may organize or sponsor an Event for healthcare professionals that takes place outside Malaysia, where the majority of the attendees are Malaysians. International scientific congresses and symposia that derive participants from different countries are therefore justified and permitted to be hosted in any of the countries that are represented by the delegate.

No payments are made to compensate healthcare professionals for time spent in attending the Event; and

Any sponsorship provided should also not be conditional upon an obligation to prescribe and recommend any pharmaceutical product.

Guests: Companies should not pay any costs associated with individuals accompanying invited healthcare professionals.

Section-11.3 Appropriate Venue: All Events should be held in an appropriate venue that is conducive to the scientific or educational objective and the purpose of the Event or meeting. Companies should not organize Events and/or provide financial support including sponsoring doctors to medical society, hospital or clinic organized Events at renowned or extravagant venues associated with leisure, golf, island resorts (not accessible by land transport) and gaming activities. The choice of venue must be able to successfully withstand public and professional scrutiny.

Section- 11.4 Payments for Speakers and Presenters: The PhAMA code does not encourage the payment of honoraria to local speakers. The payment of reasonable expenses such as cost of air travel, meals and lodging may be provided to healthcare professionals. If an honorarium is paid, a guidance amount of no more than RM1000.00 per engagement with up to max of RM2000.00/day, with a detailed signed contract on the services, for auditing purposes and proof that it is not an inducement, is required. However, if it concerns international speakers, then members are advised to check with the speaker's home country code and apply accordingly. The same proposal on a signed contract remains.

We would appreciate if Y. Bhg. Dato' would circulate the information on the above to your members.

Thank you.

Yours sincerely



KEH SONG HOCK
Executive Director