

Thailand Stakeholder Forum for Ethical Collaboration: Pursuing a Consensus Framework

7 November 2019 | Bangkok, Thailand

OVERVIEW

On 7 November 2019, ten representatives from nine leading organizations convened in Bangkok to discuss strategies that will enhance multi-stakeholder ethical collaboration in the biopharmaceutical sector as well as the pursuit of a Thailand Consensus Framework by 2020. This was the first time many of these organizations have convened together on this issue. The discussion was held in collaboration with the [Business Ethics for APEC SMEs Initiative](#), which is supporting the implementation of consensus framework agreements across all APEC member economies as endorsed by APEC Ministers.¹ Participants agreed that promoting ethical business practices in alignment with international best practices should be a priority for joint collaboration.

Roundtable Organizations (Attended)	
<u>Industry</u> <ul style="list-style-type: none"> • International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) • Pharmaceutical Research and Manufacturers Association (PhRMA) • Thai Pharmaceutical Manufacturers Association (TPMA) • Government Pharmaceutical Organization (GPO) 	<u>Non-Industry</u> <ul style="list-style-type: none"> • Rational Drug Use Subcommittee • Ethics and Good Governance on Drug Promotions Working Group • Mahidol University • Chulalongkorn University • UHosNet

COMMITMENTS & TIMELINE

The assembled participants agreed to:

1. Work toward the launch of a Thailand Consensus Framework for Ethical Collaboration by 2020 that is inclusive to all interested stakeholders. The parties will aim to finalize the consensus framework for launch at the next APEC Business Ethics for SMEs Forum to be held in June or July 2020.
2. Interested parties will use the “MOU on Promotion of Good Governance in Drug System in Accordance with Code of Conduct on Drug Sales Promotion of Thailand” as well as the Global Consensus Framework and individual national consensus frameworks to serve as reference documents in preparing the Thailand Consensus Framework.
3. The Co-Chairs of the “Ethics and Good Governance on Drug Promotions” Working Group under the Rational Drug Use Subcommittee will convene the next meeting of interested parties to begin preparing the Thailand Consensus Framework and set a detailed timeline. The *Business Ethics for APEC SMEs Initiative* and IFPMA will continue to serve as resources for interested parties.
4. The parties will consider how the Thailand Consensus Framework can promote ethical business practices as well as promote trust and the broader work of the Rational Drug Use Subcommittee. The parties will also prepare a concrete action plan and activities that support Thailand’s key objectives. The action plan should focus on early achievements, rather than numerous challenging issues at the outset. Areas for consideration include industry-hospital cooperation in ethical procurement as well as youth education on the importance of ethical business practices in the health system. Thailand’s three leading industry bodies (PhRMA, TPMA, and GPO) may also find areas enhanced cooperation to elevate ethical business conduct, including routine joint ethics training for member companies.
5. Stakeholders may contact the *Business Ethics for APEC SMEs Initiative* at info@mcprinciples.org for background information to support participation in the Thailand Consensus Framework. Interested parties in Thailand will lead the local coordination activities.

¹ APEC Leaders and Ministers Endorsements: <http://www.mcprinciples.org/view.asp?ccid=462>

KEY DOCUMENT LINKS

- **APEC Guide for Multi-Stakeholder Ethical Collaboration (2018 Version):**
http://mcprinciples.org/CMFiles/18_smewg47_014.pdf
- **2019 Status Report on Consensus Frameworks in the APEC Region:**
<http://mcprinciples.org/CMFiles/StatusReportonConsensusFrameworksintheAPECRegion.pdf>
- **APEC Mexico City Principles (Biopharmaceutical Sector):**
<http://www.mcprinciples.org/CMFiles/Principles/APECMexicoCityPrinciplesSpanish.pdf>
- **APEC Nanjing Declaration / 2020 Goals (Medical Device & Biopharmaceutical Sectors):**
<http://www.mcprinciples.org/view.asp?ccid=461>
- **Global Consensus Framework for Ethical Collaboration:**
<http://mcprinciples.org/CMFiles/MS%20Ethical%20Collaborations/GlobalConsensusFrameworkSpanish.pdf>
- **Japan Consensus Framework for Ethical Collaboration:**
<http://mcprinciples.org/CMFiles/MS%20Ethical%20Collaborations/JapanConsensusFramework-final-signed.pdf>
- **Australia Consensus Framework for Ethical Collaboration:**
<http://mcprinciples.org/CMFiles/MS%20Ethical%20Collaborations/AustralianConsensusFramework.pdf>
- **China Consensus Framework for Ethical Collaboration:**
http://mcprinciples.org/CMFiles/Chinese_Consensus_Framework.pdf
- **Chile Consensus Framework for Ethical Collaboration:**
http://mcprinciples.org/CMFiles/Chile_ConsensusFramework_Final.pdf
- **Philippines Consensus Framework for Ethical Collaboration:**
<http://mcprinciples.org/CMFiles/PhilippinesConsensusFramework.pdf>
- **Viet Nam Consensus Framework for Ethical Collaboration:**
<http://mcprinciples.org/CMFiles/MS%20Ethical%20Collaborations/VietnamConsensusFramework.pdf>
- **Canadian Consensus Framework for Ethical Collaboration:**
<http://mcprinciples.org/CMFiles/MS%20Ethical%20Collaborations/CanadianConsensusFramework.pdf>
- **Peruvian Consensus Framework for Ethical Collaboration:**
<http://mcprinciples.org/CMFiles/MS%20Ethical%20Collaborations/ElMarcoConsensuadoPeruano-EnglishandCastellano.pdf>
- **2019 Report on Code of Ethics Implementation by APEC Biopharmaceutical Industry Associations:**
http://mcprinciples.org/CMFiles/2019APEC_BioPharma_layout_FINAL_web.pdf

Additional Document Links (Medical Device Sector):

- **APEC Kuala Lumpur Principles (Medical Device Sector):**
<https://docs.google.com/a/legal.advamed.org/viewer?a=v&pid=sites&srcid=bGVnYWwuYWR2YW1lZC5vcmd8YXBLYy1ld2d8Z3g6Yjg5OTVjYjcyMjk2Y2Rh>
- **2019 Report on Code of Ethics Implementation by APEC Medical Device Industry Associations:**
http://klprinciples.apec.org/CMFiles/2019APEC_Medical_FINAL_web.pdf

ROUNDTABLE PARTICIPANTS AND GROUP PHOTO

Participants

1. Prof. Dr. Prasit Watanapa, President, Subcommittee on Rational Drug Use
2. Prof. Dr. Chairat Shayakul, Department of Medicine, Faculty of Medicine Siriraj Hospital, Mahidol University
3. Assist. Prof. Suntharee T. Chaisumritchoke, Faculty of Pharmaceutical Sciences, Chulalongkorn University
4. Dr. Chariya Sangsajja, President, Ethics and Good Governance on Drug Promotions Working Group
5. Dr. Busakorn Lerswatanasivalee, CEO, Pharmaceutical Research and Manufacturers Association (PReMA)
6. Dr. Thavirap Tantiwongse, Incoming CEO, (PReMA)
7. Mr. Manu Sawangjaeng, Secretary and Member, Thai Pharmaceutical Manufacturers Association (TPMA)
8. Ms. Parichart Kaewplodtook, International Business Director, Government Pharmaceutical Org. (GPO)
9. Ms. Karen Eryou, Ethics and Business Integrity Committee, International Federation of Pharmaceutical Manufacturers and Associations (IFPMA)
10. Ms. Sofie Melis, Head of Ethics and Compliance, International Federation of Pharmaceutical Manufacturers and Associations (IFPMA)
11. Mr. Andrew Blasi, Director, Crowell & Moring International & Technical Secretariat, Business Ethics for APEC SMEs Initiative



ANNEX ONE
ROUNDTABLE PROGRAM

Time	Session	Presenter
8:30-9:15	Registration and Networking	
9:15-9:20	Welcome Remarks	Mr. Andrew Blasi Director, Crowell and Moring International Technical Secretariat, <i>Business Ethics for APEC SMEs Initiative</i>
9:20-9:45	Collaborations in the Pharmaceutical Industry : Ethics Business Practice	Dr. Busakorn Lerswatanasivalee, CEO, Pharmaceutical Research and Manufacturers Association (PReMA)
9:45-10:15	Consensus Framework for Ethical Collaboration	Mr. Andrew Blasi Director, Crowell and Moring International Technical Secretariat, <i>Business Ethics for APEC SMEs Initiative</i>
10:15-10:45	Reinforcing Good Governance in Rational Drug Use System	Prof. Dr. Prasit Watanapa, President, Subcommittee on Rational Drug Use
10:45-11:00	Coffee / Tea Networking Break	
11:00-12:15	Panel Discussion : Good Governance in Drug System and International Ethical Collaboration	Prof. Dr. Prasit Watanapa, President, Subcommittee on Rational Drug Use Prof. Dr. Chairat Shayakul, Department of Medicine, Faculty of Medicine Siriraj Hospital Mahidol University Assist. Prof. Suntharee T. Chaisumritchoke, Faculty of Pharmaceutical Sciences, Chulalongkorn University Dr. Chariya Sangsajja, President, Ethics and Good Governance on Drug Promotions Working Group Dr. Busakorn Lerswatanasivalee, CEO, Pharmaceutical Research and Manufacturers Association (PReMA) Mr. Manu Sawangjaeng, Secretary and Member, Thai Pharmaceutical Manufacturers Association (TPMA) Ms. Parichart Kaewplodtook, International Business Director, Government Pharmaceutical Org. (GPO)
12:15-12:30	Summary of Outcomes and Next Steps	Mr. Andrew Blasi Director, Crowell and Moring International Technical Secretariat, <i>Business Ethics for APEC SMEs Initiative</i>

ANNEX TWO
ROUNDTABLE PRESENTATION SLIDES



Business Ethics for APEC SMEs
Biopharmaceutical Sector

Thailand Stakeholder Forum

for Ethical Collaboration: Pursuing a Consensus Framework

Andrew Blasi

Bangkok, Thailand | 7 November 2019



Business Ethics for APEC SMEs
Biopharmaceutical Sector

Thailand Stakeholder Forum for Ethical Collaboration: Pursuing a Consensus Framework

Presentation Overview

- 1. Why should all health stakeholders in Thailand work together to strengthening ethical business practices?***
- 2. The Business Ethics for APEC SMEs Initiative***
- 3. Consensus Frameworks for Ethical Collaboration***
- 4. Key Discussion Questions***



Why should all health stakeholders in Thailand work together to strengthening ethical business practices?

CHALLENGE: Unethical business conduct is undermining patient trust, creating an uneven playing field, stifling innovation and investment opportunities, driving health system stakeholders apart, and leading to divergent standards across borders which curtails trade, increases business costs and heightens legal risk.

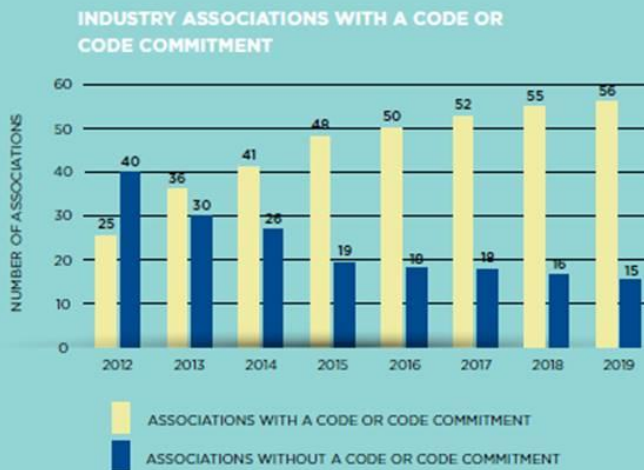
SOLUTION: Regional models are driving progress across the biopharmaceutical sector in three areas: (1) best practices setting, (2) capacity building, and (3) monitoring.





APEC INITIATIVE – KEY COMMITMENTS

- Double biopharm industry assn codes of ethics **(ACHIEVED!)**
- Universal industry associations codes of ethics **(87 of 105)**
- Local biopharm company adherence to codes **(hundreds trained)**
- Consensus Frameworks in all APEC economies **(9 to date, including Viet Nam, Philippines, China, Australia, Japan)**
- Active partnerships among stakeholders across the sector
- Annual APEC Business Ethics for SMEs Forum **(6 to date, including Nanjing, Manila, Lima, Hanoi, Tokyo, and Santiago)**

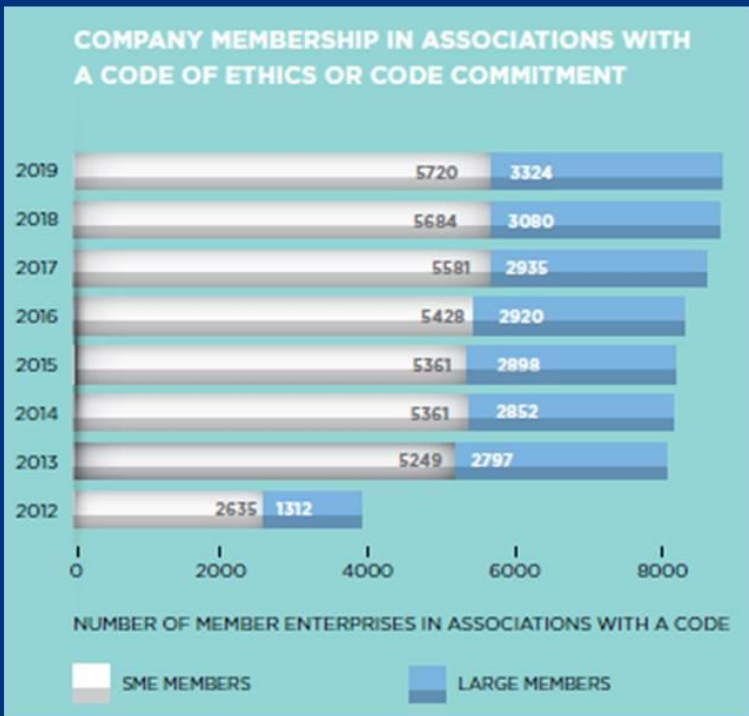


STATUS REPORT	2012	2019
Associations with a Code/Code Commitment:	25	56 (up 31)
Total Member Enterprises:	3,900+	9,800+ (up 5,900+)
SME Members:	2,600+	6,200+ (up 3,600+)

After seven years, the number of industry groups with a code of ethics has more than doubled from 25 to 56, including in Thailand (PReMA and TPMA)



**Business Ethics for APEC SMEs
Biopharmaceutical Sector**



After seven years, the number of companies covered by a high-standard code in the biopharmaceutical sector has more than doubled from 3,947 to 10,000+



**Business Ethics for APEC SMEs
Biopharmaceutical Sector**

2019 APEC BUSINESS ETHICS FOR SMES FORUM

300+ Delegates / 24 APEC and Non-Member Economies





THE ROLE OF GOVERNMENT IN THE APEC BUSINESS ETHICS INITIATIVE

2011

Shape and support
APEC Principles

2012-2016

Focus on SME codes
and B2B capacity-
building

2016-2018

Direct involvement in
Consensus Frameworks

2019 and Beyond: Identification and Pilot of “Government Strategies to Encourage Ethical Business Conduct”



GOVERNMENT STRATEGIES TO ENCOURAGE ETHICAL CONDUCT

EXAMPLE AREAS:

- Convening power (Consensus Frameworks)
- Procurement
- Product / Service regulatory approval
- Government enforcement recognitions and incentives
- Government-supported capacity building (SME trainings)
- Leveraging trade agreements



**Business Ethics for APEC SMEs
Biopharmaceutical Sector**

CONSENSUS FRAMEWORKS



**Business Ethics for APEC SMEs
Biopharmaceutical Sector**

CONSENSUS FRAMEWORKS

Consensus Framework for Ethical Collaboration between Patients' Organisations, Healthcare Professionals and the Pharmaceutical Industry

A Consensus Framework established for ethical collaboration between patients' organisations, healthcare professionals and the pharmaceutical industry, in support of high quality patient care. This Consensus Framework and the accompanying resources are intended to serve as a toolkit for those associations, groups and alliances who wish to develop their own policies. It neither aims to be comprehensive nor does it constitute a single common policy of the organisations involved. The individual policies of the participating organisations set out each organisation's detailed commitments and offer more diverse and in depth information and guidance.

GLOBAL-LEVEL CONSENSUS FRAMEWORK (2014) – 7 PARTIES

CANADIAN CONSENSUS FRAMEWORK FOR ETHICAL COLLABORATION

CANADIAN CONSENSUS FRAMEWORK (2016) – 9 PARTIES



**Business Ethics for APEC SMEs
Biopharmaceutical Sector**

CONSENSUS FRAMEWORKS



PERU – 22 PARTIES



VIET NAM – 9 PARTIES



PHILIPPINES – 17 PARTIES



CHINA – 25 PARTIES



AUSTRALIA – 70+ PARTIES



JAPAN – 8 PARTIES



**Business Ethics for APEC SMEs
Biopharmaceutical Sector**

CONSENSUS FRAMEWORK IN CHILE (SEPT 2019)



CHILE – 21 PARTIES



THAILAND CONSENSUS FRAMEWORK

REASONS TO START THE PROCESS:

- Sustainable platform for regular stakeholder meetings
- Thailand can examine other framework examples
- Thailand can lead the region to create even better model
- To support the RDU activities and MOU already in place
- Follow the steps already recommended by APEC initiative (please see the steps printed in your materials in Thai)



QUESTIONS FOR DISCUSSION

1. Why does ethical conduct and collaboration to encourage integrity matter to your organization?
2. How did your organization develop action plans to implement ethical conduct and collaboration after the MOU was signed?
3. What were the benefits of these actions?
4. Did your organization encounter any challenges and, if so, how did you – or how can we – overcome these challenges?
5. What would be the benefits for Thailand's health system and health stakeholders in establishing a consensus framework?
6. What actions could stakeholders in Thailand accomplish together?

แบบฟอร์มการขอเผยแพร่ข้อมูลผ่านเว็บไซต์ของหน่วยงานในราชการบริหารส่วนกลาง
สำนักงานปลัดกระทรวงสาธารณสุข
ตามประกาศสำนักงานปลัดกระทรวงสาธารณสุข
เรื่อง แนวทางการเผยแพร่ข้อมูลต่อสาธารณะผ่านเว็บไซต์ของหน่วยงาน พ.ศ. ๒๕๖๑
สำหรับหน่วยงานในราชการบริหารส่วนกลางสำนักงานปลัดกระทรวงสาธารณสุข

แบบฟอร์มการขอเผยแพร่ข้อมูลผ่านเว็บไซต์ของหน่วยงานในสังกัดสำนักงานปลัดกระทรวงสาธารณสุข

ชื่อหน่วยงาน : ศูนย์ปฏิบัติการต่อต้านการทุจริต กระทรวงสาธารณสุข

วัน/เดือน/ปี : ๒๘ มีนาคม ๒๕๖๕

หัวข้อ: หนังสือเชิญประชุมคณะทำงานเฉพาะกิจเพื่อจัดทำ Thailand Consensus Framework ด้านเกณฑ์จริยธรรมการจัดซื้อจัดหาและการส่งเสริมการขายยาและเวชภัณฑ์ที่มีไซยา ภายใต้โครงการ APEC Business Ethics for SMEs Initiative ครั้งที่ ๑/๒๕๖๕ วันพฤหัสบดีที่ ๓ มีนาคม ๒๕๖๕ เวลา ๐๙.๐๐-๑๐.๓๐ น. ผ่านระบบการประชุมทางไกล และเอกสารที่เกี่ยวข้อง

รายละเอียดข้อมูล (โดยสรุปหรือเอกสารแนบ)

หนังสือเชิญประชุมคณะทำงานเฉพาะกิจเพื่อจัดทำ Thailand Consensus Framework ด้านเกณฑ์จริยธรรมการจัดซื้อจัดหาและการส่งเสริมการขายยาและเวชภัณฑ์ที่มีไซยา ภายใต้โครงการ APEC Business Ethics for SMEs Initiative ครั้งที่ ๑/๒๕๖๕ วันพฤหัสบดีที่ ๓ มีนาคม ๒๕๖๕ เวลา ๐๙.๐๐-๑๐.๓๐ น. ผ่านระบบการประชุมทางไกล และเอกสารที่เกี่ยวข้อง

Link ภายนอก: ไม่มี

หมายเหตุ:

ผู้รับผิดชอบการให้ข้อมูล

สุชาภา วรินทร์เวช

(นางสาวสุชาภา วรินทร์เวช)

ตำแหน่ง นักวิเคราะห์นโยบายและแผนชำนาญการพิเศษ

วันที่ ๒๘ เดือน มีนาคม พ.ศ. ๒๕๖๕

ผู้อนุมัติรับรอง

สุชาภา วรินทร์เวช

(นางสาวสุชาภา วรินทร์เวช)

ตำแหน่ง นักวิเคราะห์นโยบายและแผนชำนาญการพิเศษ (หัวหน้า)

วันที่ ๒๘ เดือน มีนาคม พ.ศ. ๒๕๖๕

ผู้รับผิดชอบการนำข้อมูลขึ้นเผยแพร่

พศวีร์ วัชรบุตร

(นายพศวีร์ วัชรบุตร)

นักทรัพยากรบุคคลปฏิบัติการ

วันที่ ๒๘ เดือน มีนาคม พ.ศ. ๒๕๖๕