

# Gilead Talks Straight About Transparency

10 Facts about reporting Transfer of Value for Australian Healthcare Professionals

## Timing

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*From the 1st of October 2015, Medicines Australia Code of Conduct requires pharmaceutical companies make public details of transfer of value to healthcare professionals (HCPs) and details of sponsorships of independent educational meetings and symposia. The first report will be made publically available in August 2016 and will convey information about transfers of value made between October 2015 and April 2016. Further reports will be available every 6 months.*

## What is a transfer of value?

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Medicines Australia defines transfer of value as a direct or indirect transfer of value, whether in cash, in kind or otherwise. A direct transfer of value is one made directly by a company for the benefit of the recipient. An indirect transfer of value is one made by a third party on behalf of a company for the benefit of a recipient where the identity of the company is known to, or can be identified by, the recipient.

### TRANSFERS OF VALUE TO HEALTHCARE PROFESSIONALS THAT MUST BE REPORTED ARE:



*Speaker Fees - fees paid in return for speaking at an educational meeting or event.*



*Sponsorships - any airfare, accommodation or registration fees directly associated with the supporting a HCP to attend an educational event/meeting (whether held within or outside Australia).*



*Consultancy fees - fees paid for consultancy services (for example training, education events, preparing publications and/or materials, position papers) whether paid directly to the HCP or to their employers on their behalf including any payments for accommodation, transfers and airfares (both within and outside Australia) associated with the provision of the consulting services.*



*Advisory Board fees - fees paid to Advisory Board members including any sitting/consultancy fees, accommodation and airfares (both within and outside Australia) associated with the activities of the Advisory Board.*



*Market research payments - fees paid for the purpose of market research when the identity of the HCP is known to the company.*

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*Where healthcare professionals request a payment for any of the above to be made to or via a third party, Gilead will report these payments were made to the individual healthcare professional. However, Gilead will note they were made to or via a third party. Payments related to clinical trials are not reportable.*



## Why the need for Transparency within the Medicines Australia Code?

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In recent years there has been growing public interest in the pharmaceutical industry's relationships with HCPs. Critically, the public want to know that such relationships do not influence clinical/treatment decisions and that they can trust their HCP to recommend, administer or purchase appropriate care and treatments based solely on clinical evidence and experience. This demand will be supported by this push towards transparency, which in turn will create greater trust.

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By creating greater transparency around industry's collaborations and partnerships with HCPs, the Medicine Australia transparency reporting requirements aims to strengthen the legitimate relationship between pharmaceutical companies and healthcare professionals by making these better understood by patients and other stakeholders.

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As the primary point of contact with patients, the medical profession offers invaluable and expert knowledge on patients' behaviour and management of diseases. It is therefore essential that the industry interact regularly with healthcare professionals and organisations. This plays a big part in increasing the pharmaceutical industry's efforts to improve patient care and treatment.

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Medicines Australia believes healthcare professionals and healthcare organisations should be fairly compensated for the legitimate expertise and services they provide to the industry. At the same time, these relationships need to be handled in an open and transparent manner.

## Data privacy

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Pharmaceutical Companies must comply with Australian Privacy legislation (Privacy Act 1988 (Cth)) in regard to the reporting of individual healthcare professional data. Gilead will establish a means to ensure informed consent and maintenance of records which comply with Australian Privacy legislation. Gilead will provide information to HCPs with a recorded transfer of value at least 6 weeks before any reports are made publically available. You will then have time to review and correct any information. Where transfers of value cannot be identified for legal reasons, the amount attributable to such transfers will be reported on an aggregate basis. The number of recipients involved and the aggregate transfer of value amount attributable to such recipients will be reported. Reports will remain publically available via Gilead's website for 3 years from the date of publication.

Gilead will be ensuring all services and/or sponsorships that are reportable are documented in a written agreement. By signing that agreement a HCP is consenting to the disclosure of any transfer of value associated with the service and/or sponsorship. Therefore, if you do not want the transfer of value provided to you by Gilead publically disclosed, you should not accept the service and/or sponsorship.

## Applicability

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The Medicines Australia (MA) Code applies to all pharmaceutical member companies. The MA Code sets out standards of conduct for the activities of companies when engaged in the promotion of prescription products used under medical supervision as permitted by Australian legislation. The Code provides the mechanism for the pharmaceutical industry to establish and maintain an ethical culture through a committed, open and transparent, self-regulatory approach.

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The MA Code defines Healthcare professional (HCP) as a healthcare professional registered to practice in Australia who in the course of their professional activities may prescribe, dispense, recommend, supply or administer a prescription medicine in Australia.

The successful implementation of this initiative depends largely on the industry and HCP community working in partnership.

**FIND OUT MORE:** <https://medicinesaustralia.com.au/code-of-conduct/>

Information in this document is provided as a general resource to inform Australian healthcare professionals about changes to Medicines Australia Code of Conduct (version 18) in relation to transparency reporting requirements. Although every attempt has been made to ensure this information is accurate at the time of production, healthcare professionals should refer to the complete Code of Conduct (version 18) for the most up to date information.

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