

# **INDUSTRY INVOLVEMENT IN SUPPORTING CPD**



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- The Macy Report
- Lecture based continuing education is largely ineffective
- CPD should be more focused on practice based learning
- Accredited organisations providing CPD should not accept commercial support from drug or medical device companies
- CPD is fragmented, poorly regulated and uncoordinated

# SUZANNE FLETCHER



- Chair of the Josiah Macy Foundation Report
- Commercial support places doctors and nurses who teach on CPD courses in the untenable position of being paid, directly or indirectly by the manufacturers of healthcare products about which they teach
- Giving up commercial support for CPD will not be easy
- Although it is easy to criticise companies, the conflict of interest their support of CPD creates is the recipient's problem



# MARK GOULD'S ARTICLE

- Pfizer have decided to cut education funding by 25% and 90% of the remains will go to programmes run by academic institutions, hospitals or medical societies
- The ABPI Code is 50 years old, PhRMA's is 6.
- In 2009 the revised PhRMA Code will require industry to separate grant making functions from sales and marketing departments, develop objective criteria for making grant decisions and use only accredited educational organisations
- NCRI example
- Loss of NHS funding mid year in 2006
- Silvia Bonaccorso – “The most critical objective of pharma sponsored CME is to provide full, thorough, and complete information about their medicines, including the side effects, to try to ensure correct use of them”



# RAPID RESPONSES

- Bernard Shevlin (regional Post – graduate Tutor) – “The choice of topic and speaker has been predicated by the educational needs of the doctors, though the meetings have been financed solely by the pharmaceutical companies, whose quid pro quo is to have a stand at the meeting and a couple of minutes with the doctors who choose to visit their stand. Drug companies do have a vested interest in PGE at a very high ethical level”
- Paul Keeley – “Just how many Big Pharma adverts were there in this BMJ?” Answer 3

# ABPI CODE OF PRACTICE 2008



- Came into force on 1<sup>st</sup> November 2008



## CLAUSE 14.2

- All meetings involving travel outside UK must be certified in advance
- One of the two certifiers must be a registered medical practitioner



## Clause 19.1

- Companies must not provide hospitality to health professionals except in association with scientific meetings, promotional meetings, scientific congresses etc
- Venue must be appropriate
- Hospitality must be limited to main purpose of meeting and be secondary to it i.e. subsistence only
- Must not exceed what participants would expect to pay for themselves



## CLAUSE 19.3

- Sponsored meetings must be declared in all the relevant papers and any published proceedings
- The declaration of sponsorship must be sufficiently prominent to ensure that readers are aware of it at the outset



'You must act in your patients' best interests when making referrals and providing or arranging treatment or care. So you must not ask for or accept any inducement, gift or hospitality which may affect or be seen to affect your judgement'

**General Medical Council**

# QUESTION FOR HCPs



- Are you prepared to pay for all of your postgraduate education?

# OTHER ISSUES



- ABPI Clinical Pharmacology Specialist Registrar Scheme
- Pharmaceutical Physician lectures on Drug Development
- Pharm Aware debates

# CURRENT DEVELOPMENTS



- Pump-priming of self education e.g. PEAT
- RCP Working Party on The Relationship of Industry with Academia and the NHS

# CONCLUSIONS



- Use your contacts with industry wisely
- It is not just about promoting medicines
- The pharmaceutical industry is a necessary part of healthcare provision
- Accept the free lunch without any strings attached
- BUT don't put the rep in a difficult position



# SUMMARY

- The industry is a crucial provider of healthcare in the UK. It has a key interest and role in the provision of CPD
- The robust and respected ABPI Code of Practice lays down the rules under which companies must work when supporting CPD
- Pharmaceutical companies as the developers of medicines used in UK healthcare have a legitimate right to provide evidence-based information on their product and their role in preventing or treating disease to HCPs
- The UK Pharmaceutical Industry has a long tradition in sponsoring CPD. Compliance with the ABPI Code of Practice has meant that such support rarely leads to justified adverse criticism.
- Without the support of the UK industry, CPD for HCPs would be considerably diminished and this would have an adverse effect on patient care