



November 2013

# Transparency Guidelines for Pharmacists

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*The Pharmaceutical Group of the European Union (PGEU) is the European association representing more than 400,000 community pharmacists. PGEU's members are the national associations and professional bodies of pharmacists in 32 European countries. [www.pgeu.eu](http://www.pgeu.eu)*

*Community pharmacists are recognised within national health systems as key health professionals making a dynamic and evolving contribution to improving the health of the communities they serve. Our mission is, as a rigorous, pro-active and constructive stakeholder:*

- To promote and develop cooperation in Community Pharmacy among the European nations;*
- To advocate for the contribution community pharmacists make to health systems and to public health through the provision of health services and the promotion of the rational and appropriate use of medicines;*
- To ensure our vision of Community Pharmacy is reflected in EU policy and legislative developments.*



## Transparency Guidelines for Pharmacists<sup>1</sup>

1. The mission of pharmacy practice is to contribute to health improvement and to help patients with health problems to make the best use of their medicines.<sup>2</sup>
2. The provision of objective and evidence based information and advice in connection with medication is essential to this mission.
3. The relationship between pharmacists and patients is based on mutual trust and respect.
4. Information and advice given to patients by pharmacists should not be, or be perceived to be, influenced by factors other than the best interests of the patient. Similarly, information provided by pharmacists to other health professionals should not be influenced by anything other than considerations of public health, the promotion of positive health outcomes, and patient safety.
5. PGEU recognises that health professionals such as pharmacists must contribute to transparent and ethical behaviour on the part of all stakeholders.
6. PGEU supports and endorses the List of Guiding Principles Promoting Good Governance in the Pharmaceutical Sector adopted by the European Union. Specifically, PGEU commits to promoting and encouraging the following principles among PGEU's membership in relation to behaviour or inducements related to medicines<sup>3</sup>:
  - Venues for all promotional, scientific or professional events organised by pharmaceutical companies should be conducive to the main purpose of the event. In principle national events should take place in the home country.

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<sup>1</sup> These guidelines are an adaptation of the List of Guiding Principles governing the interactions between healthcare professionals and patients' organisations, competent authorities, and the pharmaceutical industry elaborated under the Platform on Ethics and Transparency in the Pharmaceutical Sector chaired by the Directorate General for Enterprise and Industry of the European Commission : [http://ec.europa.eu/enterprise/sectors/healthcare/competitiveness/process\\_on\\_corporate\\_responsibility/platform-ethics/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/healthcare/competitiveness/process_on_corporate_responsibility/platform-ethics/index_en.htm)

<sup>2</sup> FIP/WHO Guidelines on Good Pharmacy Practice



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Groupement Pharmaceutique de l'Union Européenne*

- Hospitality should only be accepted when appropriate. It must be reasonable in level and restricted to the main purpose of the event. It must not exceed what invitees normally would be prepared to pay for themselves.
- Hospitality may not include sponsoring/organising of entertainment (sports, leisure or cultural) events.
- Hospitality at sales promotion events shall always be strictly limited to the main purpose and must not be extended to persons other than health professionals (e.g. partners or other accompanying persons).
- Donations, grants or benefits in kind to institutions, organisations or associations should not be accepted unless they serve the purpose of supporting healthcare goals, like research and education, they are documented and kept on record, and they do not constitute an inducement to recommend, purchase, supply, sell or administer a medicinal product. With the exception of legitimate research and/ or educational grants, donations or grants to individual professionals should not be accepted.
- In compliance with existing legislation, where medicinal products are being promoted to persons qualified to recommend or supply them, no gifts, pecuniary advantages or benefits in kind may be supplied, offered or promised to such persons unless they are inexpensive and relevant to the practice of pharmacy.

PGEU acknowledges that in accordance with the Guidelines normal business to business trading relationships are outside the scope of these principles.