

LIF Compliance Officer

Decision in case examined on LIF's Compliance Officer's own initiative

Ref no: CO008/09

Date: November 6, 2009

Case

Regarding Cavtat, Croatia, as a location for the arrangement the "7th EADV Spring Symposium", May 13-16, 2010.

Parties

LIF's Compliance Officer, Astellas Pharma AB, GlaxoSmithKline AB, Janssen-Cilag AB, LEO Pharma AB, Schering-Plough AB, Servier Sverige AB, Wyeth AB

Remarks

LIF's Compliance Officer has been informed that EADV, the European Academy of Dermatology and Venereology, will arrange the "7th EADV Spring Symposium", May 13-16, 2010 in Cavtat. See link for programme:

<http://www.eadvcavtat2010.com/invitation.asp>

Reply

Astellas Pharma AB, GlaxoSmithKline AB, Wyeth AB, Servier Sverige AB, LEO Pharma AB, Schering-Plough AB and Janssen-Cilag AB have been invited to express their opinions on the case.

Astellas Pharma questions LIF's Compliance Officer's preliminary assessment that Cavtat, Croatia, is not a suitable location for arrangements sponsored by pharmaceutical companies, as the Compliance Officer earlier has accepted Las Vegas for arrangements not coupled with entertainment and leisure.

LEO also questions the Compliance Officer's preliminary assessment in view of the fact that Swedish pharmaceutical companies have had no possibility to influence the choice of the location for this conference, that the opportunity for Swedish dermatologists to participate and to be well informed will be restrained and furthermore that Cavtat is not associated with an extravagant or luxurious way of life.

Assessment

The question raised is whether an arrangement in Cavtat, Croatia, is in accordance with the ethical rules for the pharmaceutical industry, Chapter II, Agreements on forms of collaboration with healthcare etc, Article 35, arrangements first and last paragraphs where it is stated that pharmaceutical companies may not organize or finance meetings held in "inappropriate locations". An extract of the last paragraph, arrangements and invitations, follows:

"The choice of location for an arrangement must be reasonable in relation to the purpose of the arrangement. Leisure resorts during season and places known for their exclusivity shall be avoided, e.g. locations for winter sports during ski season. The same applies to locations at

which major international events are being staged at the same time as or in connection with the arrangement, e.g. motor and golf competitions. Neither should companies contribute financially to arrangements, that are located in such places. LIF's Compliance Officer decides whether a location is acceptable or not. A decision made by the Compliance Officer can be appealed."

Cavtat is a small town with approx. 2 000 inhabitants, situated on the coast in the southern part of Croatia. The Croatian coast is a well-known destination for Swedish tourists. In Cavtat there are stately palaces, luxurious hotels, beautiful beaches and bays. In the middle of May, the temperature is around 20° C. The "7th EADV Spring Symposium", May 13-16, 2010, is a European conference aimed at dermatology and venereology specialists. The Compliance Officer assesses that for Swedes, the tourist season on the Croatian coast-line has already started by the middle of May. This is confirmed by the fact that from the middle of May, Swedish charter companies launch the tourist season in this part of Croatia. The requirements in Article 35 are valid for all conferences sponsored by pharmaceutical companies, whether the companies can influence the choice of location or not.

The location of Las Vegas was accepted for the "American Academy of Orthopaedic Surgeons' 2009 Annual Meeting", February 25-28, 2009, since the number of participants in this congress exceeded 20 000. For such an arrangement, only a limited number of locations was possible. (logistical reasons, CO009/08). However, no logistical reasons why this arrangement has been located to the tourist resort Cavtat have been presented.

Therefore, LIF's Compliance Officer assesses that, if sponsored by pharmaceutical companies, Cavtat, Croatia, is not an appropriate location for the arrangement of the "7th EADV Spring Symposium", May 13-16, 2010.

As a result of this, companies may not finance or sponsor the participation of healthcare personnel in the "7th EADV Spring Symposium", May 13-16, 2010 in Cavtat, Croatia.

Decision

LIF's Compliance Officer concludes that Cavtat, Croatia, is not an appropriate location for an arrangement and is in opposition to the ethical rules for the pharmaceutical industry, Chapter II, Agreements on forms of collaboration with healthcare etc, Article 35, Arrangements.

Yours faithfully,

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Appeal

The decision can be appealed to the Information Practices Committee (NBL) within three weeks from the date of the decision.

The appeal is to be sent to the Information Practices Committee (NBL),
Box 7315, 103 90 Stockholm.