

Consideration of the case and decision

Ref No CO002/08

April 17, 2008

Case

Regarding the Grand Hôtel, Stockholm, as a location for the arrangement of "Beauty through Science, Akademikliniken's Fourth International Aesthetic Symposium", June 5-7, 2008.

Parties

LIF Compliance Officer /. Ingela Nilsson, Allergan Norden AB

Remarks

Ingela Nilsson, Allergan Norden AB, has contacted LIF's Compliance Officer requesting information whether the Grand Hôtel, Stockholm, is to be considered an appropriate location for the arrangement of "Beauty through Science, Akademikliniken's Fourth International Aesthetic Symposium", June 5-7, 2008 to be sponsored by companies.

On June 5-7, 2008 for the fourth consecutive year, an international meeting by the name of "Beauty through Science" will be arranged for plastic surgeons. The meeting will be arranged by Akademikliniken at the Grand Hôtel in Stockholm for the fourth time, and this year some 500 European doctors are expected to attend (see encl). Allergan Norden AB wonders if it would be appropriate to sponsor the symposium at the Grand Hôtel, Stockholm, by participating in the exhibition with the company's drug Vistabel.

Assessment

The question raised is if the arrangement at the Grand Hôtel, Stockholm 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 organise 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. Locations that are known for leisure activities or other exclusivity shall be avoided, e.g. winter sports, motor and golf competitions. The same applies to locations at which major international events are being staged at the same time as or in connection with the arrangement. 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."

The Grand Hôtel, Stockholm, is well-known both by the public and healthcare personnel to be one of Sweden's most exclusive hotels. There are a number of less luxurious locations in Stockholm able to welcome 500 doctors for a conference. Thus, there is no logistical motive to locate the conference at the Grand Hôtel, Stockholm, nor has any economical grounds to choose this hotel been presented. Even if the organising party has been able to reach an advantageous economical agreement, I can still see no reason to locate a healthcare symposium to one of Sweden's most exclusive hotels. Therefore, according to the Compliance Officer's assessment, the Grand Hôtel, Stockholm is not a suitable location for arrangements financed by companies.

LIF Compliance Officer

As a result of this, companies may not finance or sponsor the participation of healthcare personnel in "Beauty through Science, Akademikliniken's Fourth International Aesthetic Symposium", June 5-7, 2008 at the Grand Hôtel, Stockholm.

Decision

LIF's Compliance Officer concludes that the Grand Hôtel, Stockholm 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.