

## Position Statement

# Commercial Sponsorship and Joint Working with the Pharmaceutical Industry

### Recommendation:

**MLCSU to be notified of local courses / conferences arranged by the Pharmaceutical Industry and partner organisations, held outside of the NHS, in order to maintain a register of events.**

**All joint working proforma should be submitted to MLCSU, which will maintain an overview of all projects within Lancashire and South Cumbria visible on the LMMG website.**

### Background

Partnerships already exist between the NHS and the pharmaceutical industry. e.g.: collaborative work with drug companies to work on specific projects by practices and to facilitate service re-design at CCG / Trust level. Positively engaging with companies and practices may lead to larger, longer term collaborations that meet the needs of all parties including pharmaceutical industry. Clear guidance is required to ensure that such arrangements are fully transparent and deliver maximum benefits for patients and the health economy.

Increasing financial pressures and a growing improvement agenda make it more important for primary and secondary care to consider strategic partnerships that will enable it to achieve national and local targets.

Industry collaboration typically involves the purchase or promotion of specific products and the provision of sponsorship, as well as enhancing its links with the NHS in an effort to support improving the value from the NHS investment in medicines. Many companies have developed internal structures to encourage this closer liaison

Department of Health Guidance encourages NHS organisations and their staff to consider opportunities for joint working with the pharmaceutical industry where the following is part of the considered factors:

- It brings benefits to patient care
- The difference it can make to their health and well-being is clearly advantageous and evidence supports it.
- The benefits of greater collaboration outweigh any potential risks.
- It is vital to ensure that the business priorities of commercial organisations do not lead to a distortion of local priorities or investment. Upfront disclosure of expected commercial return will help negate this risk.
- Where a return on investment is expected by the pharmaceutical industry to be product sales this must be in line with the CCG prescribing policies and investment priorities as well as the Association of the British Pharmaceutical Industry (ABPI) Code of Practice.

Individual CCGs and Trusts already have policies in place to regulate the interaction of the Pharmaceutical Industry and its representatives, with their staff.

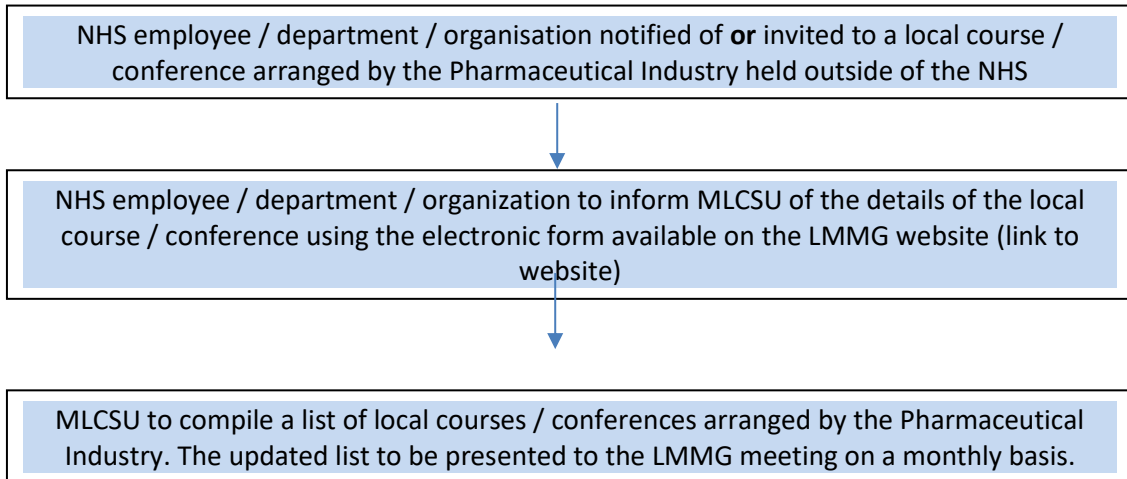
To assist the CCGs / Trusts in achieving their objectives and delivery of national and local priorities by building effective and appropriate working relationships with the pharmaceutical industry, MLCSU will offer the following support:

- Individual CCGs / Trusts should notify MLCSU of local courses / conferences arranged by the Pharmaceutical Industry (held outside of the NHS), in order that MLCSU can maintain a register of events taking place within Lancashire and South Cumbria. LMMG will be informed at their monthly meeting of any new courses / conferences, of which MLCSU have become aware.
- All joint working proforma should be submitted to MLCSU, which will maintain an overview of all projects within Lancashire and South Cumbria. All proposals that may impact on prescribing will be referred to the relevant prescribing group (LMMG) to ensure consistency with local and national prescribing guidance. A register of all joint working projects will be available to view on the LMMG website.

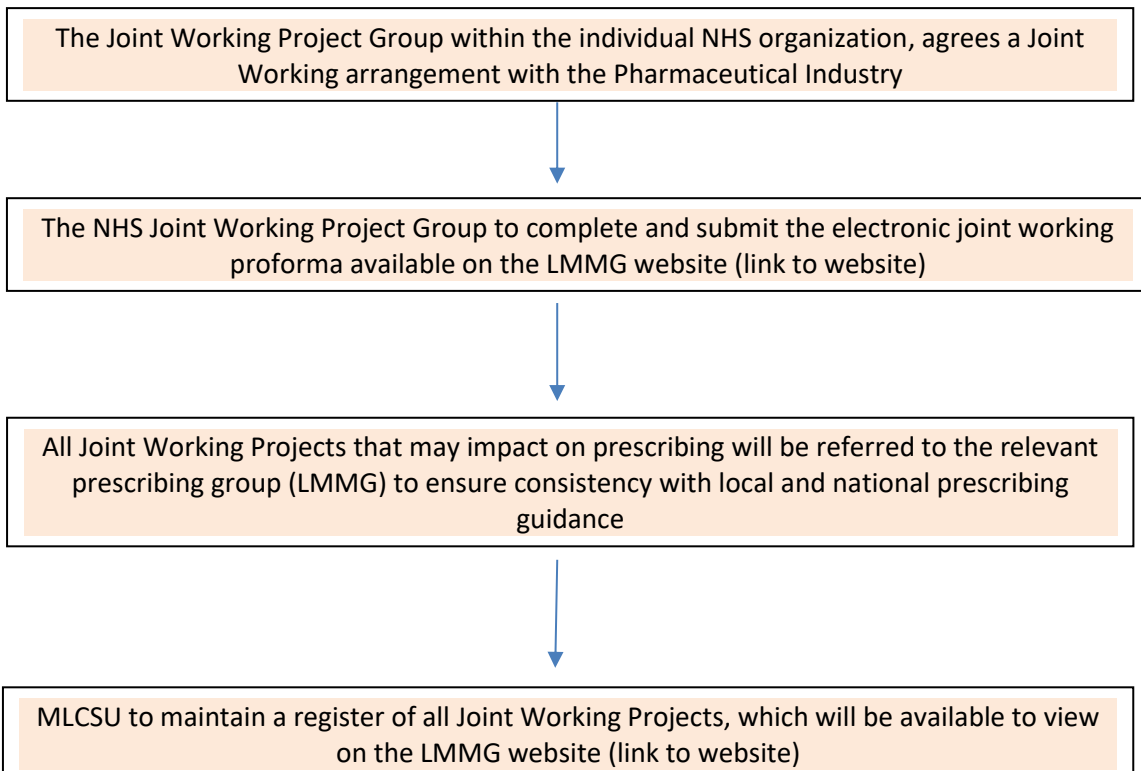
*Joint working is defined as: Situations where, for the benefit of patients, organisations pool skills, experience and/or resources for the joint development and implementation of patient centred projects and share a commitment to successful delivery.*

## **Work Flow**

### **Local courses / conferences arranged by the Pharmaceutical Industry (held outside of the NHS)**



## **Joint Working**



**Please access this guidance via the LMMG website to ensure that the correct version is in use.**

## Version Control

Version Number	Date	Amendments Made	Author
1.0	December 2018		Sharon Andrew

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