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ASOCIATIA EUROPEANA A MEDICILOR DIN SPITALE**

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Minutes of the Meeting with EFPIA Director General Richard Bergström 1st February 2013 in Brussels

AEMH-President Dr Joao de Deus
AEMH –1st Vice President Dr Thomas Zilling
Minutes : Brigitte Jencik

Richard Bergström is the Director General of EFPIA since April 2011 and based in Brussels. He recalled well the AEMH Conference in Athens, where he had been a speaker.

Thomas Zilling questioned on the relation of EFPIA to the generic drug industry. Richard Bergström informed that besides EFPIA there are two other pharma associations, which are **EGA** -the European Generic Medicines Association- and for OTC products **AESGP** – the European Self-Medication Industry. They have a good relationship and work together in a platform on ethics and transparency, created by the European Commission. The platform brings together healthcare professionals and patients' organisations, competent authorities, and the pharmaceutical industry. Doctors are represented by CPME and UEMS.

Joao de Deus expressed worries on the proposal in the new professional qualifications directive for mandatory CPD.

Richard Bergström was not familiar with the text of the directive but thanked for the hint, because EFPIA would like to see training on new drugs included. He advised not to lobby against mandatory CPD, but rather put the focus on the national competence, in order to avoid to get CPD ruled European-wide.

Joao de Deus questioned whether the pharma industry will continue financing CME/CPD. Despite existing ethical rules, the subject remains sensitive. Richard Bergström quoted the « Physician Payment Sunshine Act », which will require pharmaceutical companies in the US to track and publicly report what they spend on healthcare providers. He has proposed to take up the problem and incite EFPIA's members to disclose name by name the amounts spent. He thinks that this will be possible by 2015. Nevertheless, he advocates that it would be much better if the initiative is taken up by doctors themselves by publishing a declaration of interests. He gave as example the ESMO- the European Society for Medical Oncology – which has invited its 8000 members to disclose their declaration of interest. Firstly, only on the members website before going public.

Thomas Zilling invited Richard Bergström to present the project at the AEMH Conference 2014 in Stockholm 29th May. He accepted the invitation.

Richard Bergström informed on a Belgian website "MEDEON" <https://www.mdeon.be/>, which is a common ethical platform constituted of associations of physicians, pharmacists, veterinarians, dentists, nurses and of the pharmaceutical and medical devices industry. Mdeon has as objective to create, in a proactive manner, a framework of quality for the promotion and information about medicinal products and medical devices.

Thomas Zilling questioned why the pharma industry reduces their investment on advertising. Richard Bergström evoked the crisis and that companies start by saving costs rather on ads than on staff reduction. Nevertheless, he agrees that advertising is important for new and “niche” products for the information of doctors.

On request of Thomas Zilling, Richard Bergström will propose AEMH to participate in a roundtable he will initiate on CME/CPD and where currently only CPME and non-doctors organisations participate.