



EUROPEAN  
HEMATOLOGY  
ASSOCIATION

# The value of transparency

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# Transparency

## Purpose EFPIA Code

- Enables **public scrutiny** and understanding of [pharma – HCPs & HCOs] relationships
- Contributes to the **confidence** of stakeholders in pharma , HCs and HCOs

### Two issues

1. Disclosure of what?
2. Disclosure and then what?



## First issue

### Disclosure of what?

Transfer of € (with labels)



Transfer of value

- Requires explanation and guidelines (scientific advice; platform for the exchange of information; etc)

## Second issue

### Disclosure and then what?

- Disclosure of pharma grants sufficient to meet HPOs' (e.g. EHA) standards of independence, accountability, and responsibility?

## First issue

To (continue to) communicate/explain how EHA adds value to the funding it receives

## Second issue

To continuously develop, improve and publicize codes of conduct, educational standards and guidelines, good governance policies, etc. where appropriate with stakeholders



**To underline the importance of the relationship pharma – HCPs & HCOs including its limitations!!**