



DISCLOSURE CODE
=
KODEKS PRZEJRZYSTOŚCI (POL)
=
TRANSPARENCY CODE



Actions in 2014

GOAL 1: Proactive Communication about the Transparency Code addressed **to physicians and healthcare institutions** through professional media

GOAL 2: Proactive Communication about the Transparency Code addressed **to key health care stakeholders**

- **Cooperation with scientific associations**
- **Media**
 - 50 press publications
 - Launching WWW.KODEKSPRZEJRZYSTOSCI.PL
- **Other**
 - Preparation of **the training for medical representatives**
 - Preparation of the **Questions and Answers** document including detailed implementation guidelines and consulting the companies about its content
 - Preparation of the **information folder for physicians**
 - **Research on transfers of value to HCO/HCP** in collaboration with PwC
 - **Direct E-Mailing to physicians** about the Code (45 thousand addresses)

Actions in 2015

GOAL 1: Proactive communication about the Transparency Code addressed to physicians and healthcare institutions through professional media

GOAL 2: Proactive communication about values and standards of the cooperation between physicians and the innovative pharmaceutical industry, addressed to the public through professional and general media

- **Debate about the transparency** of cooperation between signatories of the Code and physicians organized together with the Regional Chamber of Physicians in Warsaw – **18 February 2015**
- **E-Mailing to physicians**
- **E-Mailing to HCOs**
- **Workshop** for HCOs
- **Compliance Workshop** for the media
- Meetings with **Regional Medical Chambers**

Key benefits

- **Reliable source of information** about the subject and value of collaboration
- Building **trust and confidence** between HCPs and patients
- **Harmonising collaboration standards** in Europe

Key challenges

- To support HCPs and HCOs **to comply with the disclosure standards**
- To increase **number of constants** declared by HCPs
- **To avoid misunderstanding** of information in the published reports