

LIF Compliance Officer

Decision in case examined on LIF's Compliance Officer's own initiative

Ref no: CO001/ 10

Date: January 12, 2010

Case

Regarding Whistler, Canada as a location for the arrangement the "14th Annual International Congress on Hematologic Malignancies", March 17-21, 2010.

Parties

LIF's Compliance Officer ./ . Eli Lilly Sweden AB, Eisai AB and Novartis Sverige AB.

Remarks

LIF's Compliance Officer has been informed that PER, Physicians Educational Resource, will arrange the "14th Annual International Congress on Hematologic Malignancies", March 17-21, 2010 in Whistler, Canada. See link for programme:

http://www.cancerlearning.com/index.cfm/fuseaction/conference.showAgenda/id/5/conference_id/246

Reply

Eli Lilly Sweden AB, Eisai AB and Novartis Sverige AB have been invited to express their opinions on the case.

Assessment

The question raised is whether an arrangement in Whistler, Canada, 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 organize 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. Leisure resorts during season and places known for their exclusivity shall be avoided, e.g. locations for winter sports during ski season. The same applies to locations at which major international events are being staged at the same time as or in connection with the arrangement, e.g. motor and golf competitions. 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."

Whistler is a well-known winter sports resort situated in British Columbia, Canada. The "14th Annual International Congress on Hematologic Malignancies", March 17-21, 2010, is an international conference aimed at medical oncologists and hematologists and focussing on the latest developments in the treatment of hematologic malignancies, current ongoing clinical trials and new drugs and their indications.

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In Sweden Whistler must be considered a widely known ski resort for frequently arranged World Cup alpine and cross country skiing competitions. Furthermore, many of the events in the 2010 Winter Olympics and Paralympics in Vancouver will take place in Whistler. As a matter of fact, the 2010 Winter Paralympics will be going on in Whistler during the same week as the conference in question, i.e. March 17-21.

Many opportunities for skiing will be offered during the conference, particularly as a lunch break of four hours is included in the Thursday, Friday and Saturday daily programmes. Also, the Fairmont Château Whistler where the conference will be held, is located close to the ski slopes.

LIF's Acting Compliance Officer therefore assesses that, if sponsored by pharmaceutical companies, Whistler, Canada is not an appropriate location for the arrangement of the "14th Annual International Congress on Hematologic Malignancies", March 17-21, 2010.

As a result of this, companies may not finance or sponsor the participation of healthcare personnel in the "14th Annual International Congress on Hematologic Malignancies", March 17-21, 2010 in Whistler, Canada.

Decision

LIF's Acting Compliance Officer concludes that Whistler, Canada, 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.