

Collaborating with the pharmaceutical industry

- Benefits
- Disadvantages
- Pitfalls
- Precautions



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- **The pharmaceutical companies *always* see sponsorships of patient associations as a marketing investment**
- **And the industry's interest to collaborate with patient organizations is based upon these organizations' role as independent representatives for the patient groups**



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The industry expects

- to improve their reputation
- to increase patients' trust in the company
- that patients will lobby to get new products introduced quickly
- to promote the sale of their products
- to get access to patients' experiences, their problems and the way they think



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Advantages for patient organizations

- a wider range of activities including the possibility 'to spice things up'
- the undertaking of bigger projects that requires a lot of means
- improved layout and print of newsletters through professional assistance
- participation in conferences abroad
- the purchase of expensive equipment, e.g. computer equipment



Collaborating with the pharmaceutical industry

- Get an overview
- Do not accept contributions that finance the daily business of your organization
- Do not accept demands of advertisements
- Beware of the ethical aspects
- Define the collaboration precisely in a written contract
- Transparency is vital
- Ensure a sound balance between contributions from industry and from non-industrial enterprises
- Get support from more than one pharma company.



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- www.europeancancerleagues.org/ under 'Patient support'
- www.cancerworld.org/cancerworld/home.aspx?id_sito=9&id_stato=1

