HKAPI 香港科研製藥聯會

The Hong Kong Association of the Pharmaceutical Industry

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September CEO Luncheon

The first CEO luncheon for the term 2014-2016 was organized on 22nd September with the aims to share with members the strategic directions and key focuses of the Association, and to solicit members' views on these strategies at the same time.

Mrs. Rachel Frizberg, President of HKAPI, welcomed the participation of CEOs and senior executives from member companies. She shared with members our strategies and areas of priority in light of the evolving healthcare environment and the likely changes that will impact the market.

Dr. Sian Ng, Vice President of HKAPI, then presented on the objectives and the action plans of various taskforces including the Access Solutions Taskforces and the Regulatory Taskforce.

As the Bill Committee was established in April to scrutinize the Pharmacy and Poisons (Amendment) Bill 2014, the Association also took the opportunity to update members of the key proposed amendments of the (Amendment) Bill with the latest progress of the discussion in Legislative Council and follow up actions undertaken by the Association.

Ms. Sabrina Chan, Executive Director of HKAPI, gave details of upcoming activities and events that will be organized for members for the rest of 2014. Member companies were encouraged to participate actively. Last but not least, different channels of member communication and their objectives were highlighted and communication with members will be further strengthened with each board member regularly meeting with the CEO of 2-3 member companies to discuss their issues of concern.

27 CEOs and chief representatives from 18 member companies joined the CEO luncheon and provided valuable suggestions and feedback to the Board.

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Mrs. Rachel Frizberg, President of HKAPI, presented to members the strategies of the Association and invited their feedback.

Dr. Sian Ng, Vice President of HKAPI, provided an overview on the objectives and the critical paths of our Taskforces.

Ms. Sabrina Chan shared with members the latest development regarding the Pharmacy and Poisons (Amendment) Bill 2014.

27 CEOs and chief representatives attended the CEO luncheon and provide their views to the Board of Directors.

APEC Business Ethics for SMEs Forum

Since 2011, the Asia Pacific Economic Cooperation (APEC) has started a multi-year initiative on Business Ethics for SMEs to help small and medium enterprises in the biopharmaceutical and medical device industries to develop codes of ethics to self-regulate their business practices. This year, the Business Ethics for AMEs Forum was organized by APEC during 1-3 September in Nanjing. The objective of the Forum is to provide practical assistance to biopharmaceutical industry associations and member companies in promoting their code of ethics to the relevant local stakeholders including government authorities, healthcare professionals and patient organizations.

As a project overseer and mentor, Ms. Sabrina Chan, Executive Director of HKAPI, participated in several panel discussions to share her experience on how to promote a Code of Ethics to the relevant stakeholders and best practices that encourage proactive

collaboration between industry and healthcare providers to uphold the ethical standards. Apart from plenary discussion sessions, training sessions with case study were also organized for the participants on specific areas such as sponsorship and meeting with the participation of healthcare professional or patient groups.

About 200 participants from 80 organizations across 20 APEC economies attended the Forum and APEC SME Ministers endorsed and supported the goal of promoting ethical business environments in the medical device and biopharmaceutical sectors. (http://www.apec.org/Meeting-Papers/Ministerial-Statements/Small-and-Medium-Enterprise/2014_sme.aspx)

Ms. Sabrina Chan, Executive Director of HKAPI, facilitated the Group Case Study and the interactive discussion among participants.

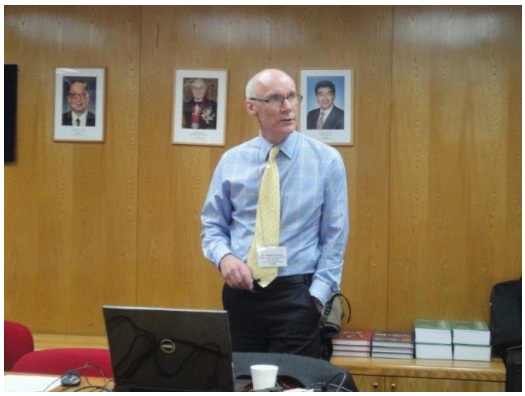
Biosimilar Guideline Consultation and Roundtable Discussion

On 24th July, the Drug Office organized a consultation meeting and presented to the industry the draft guidelines on the registration of biosimilar products. The Drug Office highlighted the key criteria for registration of biosimilar products in Hong Kong and explained in details the specific requirements on quality documents, clinical and non-clinical data, pharmacovigilance and labelling. After the presentation, members provided their initial feedback and requested some clarifications on areas such as extrapolation of indication, labelling requirements.

A follow up roundtable discussion was then organized by the Regulatory Affairs Taskforce of the HKAPI on 6th August for members to feedback to the Association their comments on the guidelines, which has been formally feedback to the Drug Office after consolidation. (Please click here for HKAPI's response to the biosimilar guidelines.)

Seminar on Health Technology Assessment

The HKAPI is delighted to have Mr. David Grainger, Chair of the International Task Force on HTA, PhRMA to share with our taskforce members and also officers from HA Chief Pharmacist's Office the latest development of Health Technology Assessment (HTA). Mr. Grainger started the discussion with an introduction of the concepts of efficiency and effectiveness in healthcare system and WHO's position on Universal Health Coverage and HTA. Micro HTA and Macro HTA, the two different approaches and their pros and cons were then explained with examples from China and India. In the second session, Mr. Grainger shared with the audience the experience of different countries with different systems in implementing HTA and the major challenges faced by them in areas such as value dimension, stakeholder engagement and transparency.



Mr. David Grainger from PhRMA gave a talk on the latest development on Health Technology Assessment to HKAPI's HTA and Enlistment Taskforce members.

Seminar on Digital Health and Communications: Building Social Confidence in Pharma

The prevalence of digital and social media has changed the landscape of communications between pharmaceutical companies and healthcare service providers as well as patients. Weber Shanwick, an Associate Member of the HKAPI organized a seminar on 15th September for other member companies to understand the trend and how pharmaceutical companies could leverage the use of social media in their marketing activities.

Ms. Stacey Bernstein, Director of Digital Health from Weber Shandwick in the United States shared with the audience the impact of the evolving digital and social environment on marketing and promotional activities. She also discussed specific challenges that

communicators from the pharmaceutical industry face in developing and executing social strategies and highlighted in particularly the implications of USFDA guidance on initiatives and promotion using social media.

A number of examples were used to illustrate how pharmaceutical companies use digital technologies to build relationships with patients, participate in disease awareness programs and better understand the needs of healthcare professionals and patients. More than 45 representatives from 18 member companies attended the seminar and found the presentation very informative.

Ms. Stacey Bernstein from Weber Shandwick shared with members how to build up confidence and leverage the use of social media in their marketing activities.

Over 45 representatives from member companies participated in the seminar and found it very insightful.

New HKAPI Member (Jul – Sept)

HKAPI is pleased to welcome Clinigen Healthcare who joined as Full Member in July 2014.

Clinigen Healthcare

The Clinigen Group is a specialty global pharmaceutical company headquartered in the UK, with offices in the US and Japan. The Group, dedicated to delivering 'the right drug, to the right patient at the right time', has three operating businesses; Specialty Pharmaceuticals (SP), Clinical Trials Supply (CTS), and Global Access Programs (GAP). SP focuses on acquiring and in licensing specialist, hospital only medicines worldwide and commercializing them within niche markets. CTS sources commercial medical products for use in clinical studies only, including comparator drugs, adjuvant drugs and rescue therapies. GAP specializes in the consultancy, development, management and implementation of programs providing access for patients and their clinicians to drugs not available in their markets.