



## Association of Renal Industries

### Interacting with Patients and Patient Organisations within a healthcare conference environment

Always act in accordance with ABPI and ABHI Code of Conducts

Always act in accordance with any guidance published by your own company internal counsel (and be able to provide copies of these at any conference/meeting to protect your position)

**Provide some sort of notification on your stand requesting that any person who is a patient, may be acting on behalf of a patient/patient organisation or acting in a patient's interest is politely asked to identify themselves as such.**

Request of conference organisers that the following delegates are identified with a uniquely coloured/coded ID badge.

**Establish if a delegate is**

a/ a patient and/or

b/ representing a patient organisation

#### **You may**

- 1 Describe your service, product, pharmaceutical agent
- 2 Provide patient information literature
- 3 Provide evidence of effectiveness (research papers)
- 4 Respond to any scientific or technical questions asked of you.
- 5 provide reference to any nationally recognised guidelines that clearly recommend your product/class of product for treatment.
- 6 must always protect patient confidentiality
- 7 Speak in general terms and not patient specific terms
- 8 Support patient events but not advertise openly at such events

#### **Please do not**

- 1 Enter into any discussion about personal medical matters – please refer to NHS or patients GP.
- 2 Enter into any discussion regarding contracting/pricing/local area availability
- 3 Enter into any discussion regarding existing or potential new Services with local renal care providers (NHS or private)
- 4 Provide, discuss or critique comparative data with alternative equivalent products
- 5 Compromise any patient sensitive data (wittingly or unwittingly) provided to you in the course of any informal conversation
- 6 Use any material or communications that may be seen as directly selling to patients.