The Role of Government in Encouraging a High Standard of Ethics in the Healthcare Sector: Indonesia Experience

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APPROACHING MECHANISM FOR MONITORING OF ETHICAL BUSINESS IN INDONESIA

KUALA LUMPUR PRINCIPLES:
1. Appropriateness
2. Advancement

MEXICO CITY PRINCIPLES:
1. Healthcare and patient focus
2. Legitimate
3. Accountability

- Local Manufacturing Association
- MNC Association

Monitoring and Evaluation

National Board on Ethical Conduct in Health Industries
Medical Devices
### Comparison between KL Principle & Code of conduct of Association of Medical Devices and Laboratory Indonesia

<table>
<thead>
<tr>
<th>Key Content</th>
<th>KL Principle</th>
<th>Gakeslab code of conduct</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose of code, general provisions</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Consulting agreement</td>
<td>✓</td>
<td>Only for research</td>
</tr>
<tr>
<td>3rd party educational program</td>
<td>✓</td>
<td>Very general</td>
</tr>
<tr>
<td>Company organized education &amp; training</td>
<td>✓</td>
<td>Very general</td>
</tr>
<tr>
<td>Sales &amp; promotion meeting</td>
<td>✓</td>
<td>Very general</td>
</tr>
<tr>
<td>Educational items</td>
<td>✓</td>
<td>✗</td>
</tr>
</tbody>
</table>
## Cont’d

<table>
<thead>
<tr>
<th>Key Content</th>
<th>KL Principle</th>
<th>Gakeslab code of conduct</th>
</tr>
</thead>
<tbody>
<tr>
<td>No gifts or entertainment</td>
<td>✓</td>
<td>Very general</td>
</tr>
<tr>
<td>Charitable donations &amp; research &amp; education grants</td>
<td>✓</td>
<td>Very general</td>
</tr>
<tr>
<td>Demonstration &amp; evaluation products</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Ensuring effective code implementation</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Trade policy for ethical trading</td>
<td>✗</td>
<td>✓</td>
</tr>
</tbody>
</table>
Analysis

- KL principles focuses on ethical guidelines for interaction with Healthcare Professionals (i.e. Doctor)
- Gakeslab Code of Conduct focuses on ethical trade policy with the emphasis to comply with existing government regulation
- Potential issue if KL principles is adopted: managing grey area between hospitality and business ethics (as this does not appear in detail in Gakeslab Code of Conduct)
- KL principle is just guidelines, each country will have freedom to adopt the content.
Biopharmaceutical
3 Main Pillars of Good Drug Regulatory Practices (GDRP) for Ensuring Safety, Efficacy & Quality of Medicine

Pre and post market control:
- Public service
- Law Enforcement

To minimize the gap:
- Regulatory Advice
- Capacity Building
MONITORING SYSTEM FOR ETHICAL CONDUCT ON PHARMACEUTICAL BUSINESS

Drug Promotional Information Control

Manufacturers

Marketing unit

Based on approved information:
- Objective
- Complete
- Not misleading

Linkage NRA with manufacturer

Linkage manufacturer with Healthcare Providers

Medical Association
Hospital Association
Pharmacist Association

NADFC ROLE

National Board on Ethical Conduct in Health Industries
The objectives are:

- To control the consistency of approved Drug information
- To protect the public from misleading information

Mechanism:
Pre-publish approval and post publish control in all mass media and distribution points
Current Condition

Indonesia Pharmaceutical Manufacturer Association

GP Farmasi – Local Manufacturer

“Kode Etik Pemasaran Usaha Farmasi”

Ethics Board monitoring, evaluation, sanction

IPMG - MNC

Code of Pharmaceutical Practice

Ethics Board monitoring, evaluation, sanction

align

MEXICO CITY PRINCIPLES
KODEKI (Indonesia Medical Association Code of Ethics)

• KODEKI has included Mexico City Principles in the explanation of Article 3.
• KODEKI has been legalized in the Association of Indonesian Medical Doctor on December 2012 in Makassar. It will be socialized to the 245 branches across Indonesia, 33 council meetings ethics specialists, and 17 associations of seminat.
• Since 2004, Association of Indonesian Medical Doctor and Association of Indonesian Pharmaceutical has agreed to set up a joint panel of ethics for prosecute violators of conduct of both parties.
• In 2008, a Charter of cooperation has been developed to enforce the code of ethics between two parties with the presence of Minister of Health and Head of NADFC.
Role of Government to Strengthen the Ethical Environment

Revitalization

National Board on Ethical Conduct in Health Industries

Action:
1. Periodically workshop
2. Human Resources Training
3. Monitoring and evaluation
Thank you
Terima kasih