

2.7 Ethical Marketing of Pharmaceuticals

Materiality Assessment

GRI 417-3

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PharmaEssentia's ethical marketing policy governs the interactions between pharmaceutical professionals and medical institutions, as well as healthcare professionals, ensuring the welfare of patients is maintained.



Materiality Assessment

Ethical Marketing Policy



Impact Assessment

Global standards require ethical behavior in drug marketing, prioritizing patient welfare, including compliance with WHO, IRPMA, PhRMA, and NCP-DP standards.



Responsible Entities

Marketing departments and medical affairs teams at Taiwan headquarters and subsidiaries, coordinated by the Sustainability Development Center: Access to Health care Team and Product Safety and Ethics Team.



Management Policies and Commitments

This policy mainly regulates the behavior of PharmaEssentia personnel in drug marketing; advocates this policy for all internal employees who interact with medical service professionals every year, and annually conducts process reviews for all activities, marketing documents, and daily operations. Based on seven principles:

1. Patient health and welfare priority.
2. High standards for quality, safety, and efficacy.
3. Ethical interactions: ethically, appropriately and professionally when interacting with relevant entities or individuals. Do not provide or supply any goods and services that may directly or indirectly cause undue influence
4. Accurate information: providing correct, balanced and scientifically valid product information
5. Ethical marketing: marketing activities are ethical, correct and balanced. There must be no risk of misleading. Product marketing information must include a proper assessment of the risks and benefits of the product and how to use it appropriately
6. Privacy respect: respect patients' privacy and personal information
7. Transparent research: sponsored/supported clinical trials or scientific research for the purpose of pursuing new knowledge, enhancing the interests of patients and promoting the progress of medical science and technology; maintain transparency in industry-sponsored human clinical trials.



Indicators and Goals

Zero violations.



Effective Implementation Measures

Regular internal reviews by relevant teams to ensure effective implementation.

2023 Performance

No violations in ethical pharmaceutical marketing across all countries.

