



UKCPA policy on working with industry

Background

Partnership is a key word in the UKCPA mission statement. The UKCPA prides itself on collaborating and sharing expertise in order to improve pharmaceutical care, and ultimately, patient health.

As well as partnering with other pharmacy, health profession and patient organisations, we have a long standing history of working with and being supported by the pharmaceutical industry. This support is vital for the UKCPA to function, to provide affordable educational events, and for it to accomplish its mission of advancing clinical pharmacy in order to improve patient care.

The UKCPA and its specialist groups have a precedent of successfully working in a collaborative way with the pharmaceutical industry. This includes the Cardiac and HAT groups' SPAF report, the work on MS drugs by the Neurosciences group, and the educational work being undertaken by the Pharmacy Infection Network (see boxes below).

Organisational support and dissemination of a multi-disciplinary expert report

The UKCPA Cardiac Group and the UKCPA HAT Group undertook a project which brought experts together in order to produce robust and practical recommendations to reduce stroke incidence related to atrial fibrillation.

The project, which involved a multi-disciplinary expert working group, was supported by corporate partners who organised meetings and the publication, national launch and dissemination of the final report¹.

In addition to the publication of much needed consensus expertise, the UKCPA built strong and effective working relationships with the corporate partners involved.

Facilitation and support of guideline development group

With the arrival of several new drugs on the market for the treatment of multiple sclerosis (MS), the UKCPA Neurosciences Group has recently gathered a group of pharmacists to develop a therapy pathway for MS patients. The organisation and facilitation of these meetings have been valuably supported by a corporate partner.

The UKCPA Neurosciences Group has built a very positive relationship with this partner as a result, in addition to providing vital expertise for the benefit of this patient population.

Facilitating access to education and raising the profile of the profession

The UKCPA Pharmacy Infection Network has been working with corporate partners to deliver expert-led education and training for health professionals involved in the speciality of infection management.

This UKCPA group has used its expertise to lead the educational programme, whilst industry support has facilitated access to the training across the health professions, as well as increased the profile of the UKCPA Pharmacy Infection Network as the medicines experts in this area.

We recognise that the ways in which industry are able to support UKCPA have changed over the years, that traditional exhibition stands at conferences are becoming less valuable to our corporate partners, but that there is still a need and desire to work together for the benefit of patients and of the organisations involved. The examples of work undertaken with industry support highlight the variety of ways in which the UKCPA can work with its corporate partners, from the organisation of meetings and gathering of experts, to valuable PR and brand building initiatives which can benefit the whole profession. Our corporate partners are able to support us by bringing their own valuable expertise and resources in order that we can achieve our goals.

Our commitment

We know that many of our corporate partners are open to more meaningful ways of working collaboratively, such as those outlined above. There is huge potential for the UKCPA and the industry to work together to improve patient care via the development of professional practice and pharmaceutical products.

This strategy document¹ sets out our clear intention and commitment to advance our working relationships with our corporate partners to produce better products which are safe, effective, and which optimise health for patients. We recognise that there is a spectrum of engagement across the UKCPA groups, within our membership, and within the profession, and we intend to work creatively with our corporate partners to build a mature and responsible relationship in order to foster positive attitudes towards working with industry within the association and beyond.

We believe that by committing to the following actions, the UKCPA will lead the way in working with the pharmaceutical industry to achieve our vision.

Actions

- a) The UKCPA will proactively communicate with our corporate partners our vision of working collaboratively and meaningfully. This document forms part of that communication, and is intended to be an open statement expressing our desire and commitment to work together.
- b) The UKCPA will hold discussions with corporate partners who share our vision about ways in which we can work together, such as: opinion and experience gathering meetings and projects; consensus building and policy recommendations; and, supporting workforce development.
- c) Any collaborative projects should focus on outcomes rather than products, and should be genuinely collaborative and of mutual benefit to both organisations, and ultimately, to patients. The UKCPA

¹ Discussed at UKCPA Strategy Day, July 2014, and agreed by General Committee in November 2014.

will set out clear and transparent terms and conditions to protect all organisations and individuals when working together.

- d) The UKCPA will be flexible in the projects it undertakes with its corporate partners. We recognise that some partners will want a deeper level of engagement than others, and the UKCPA will be flexible in order to accommodate this.
- e) The UKCPA will take steps to ensure that this vision is disseminated within UKCPA, so that its specialist groups and individuals are confident that UKCPA as an organisation is supportive and encouraging.
- f) The UKCPA will take steps to ensure that this vision is disseminated to the wider pharmacy community via a statement in the pharmacy press, quoting the supporting imperatives and recommendations made by government and the NHS.