



Strategic MedComms Forum 2011:
Trust and Transparency – Myth and Reality
#medcomms

London, 14 September 2011



Does Transparency Lead to Trust? Or Just Loss of Control?

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Panel Members

- **Richard Evans**, Darwin Healthcare
- **Ben Goldacre**, Writer, Broadcaster, Doctor
- **Chris Rains**, Shire Specialty Pharmaceuticals
- **Paul Woods**, Paul Woods Compliance

Transparency

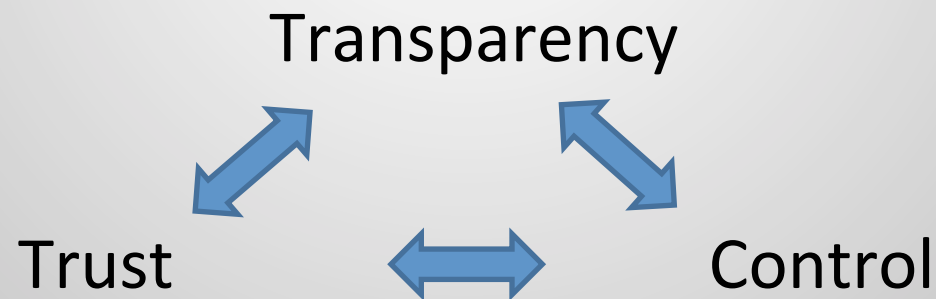
- **Transparency**, as used in science, engineering, business, the humanities and in a social context implies openness, communication, and accountability..... Transparent procedures include open meetings, financial disclosure statements, freedom of information legislation, budgetary review, and audits.
- **Corporate transparency** is set of information, privacy, and business policies to improve corporate decision making and operations openness to employees, stakeholders, shareholders and the general public.

Trust

- Confidence in or reliance on some person to act/ behave in a particular way, or the quality expected when entering into some form of transaction relating to a product or service.
- Dependence upon something in the future; hope.
- Confidence in the future payment for goods or services supplied.

Control

- Management **control** can be defined as a systematic effort by business management to compare performance to predetermined standards, plans, or objectives in order to determine whether performance is in line with these standards and presumably in order to take any remedial action required to see that human and other corporate resources are being used in the most effective and efficient way possible in achieving corporate objectives



Some perspectives

- Pharma is a “for profit” industry
- We already have to “control” much of what we do
 - Drug development
 - Communication – via codes of conduct
 - ADR
 - Manufacturing
 - Pricing and in some cases profit
-and we do so to already meet a degree of openness and transparency according to global codes of practice and individual corporate responsibility
- The industry has made great strides in policing itself and responding to legislation in recent years. Shouldn't we be judged on current actions not passed misdemeanours?



Questions & Discussion

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