

## Cancer52 Policy on Working with the Pharmaceutical & Healthcare Industry

### **Introduction**

Cancer52 represents over 100 predominantly small patient support group cancer charities united by their vision of seeing a better future for everyone affected by the rare and less common cancers, which account for more than half of all cancer deaths in the UK. Rare and less common cancers are under-represented and under-funded across all areas, including policy, services and research.

Cancer52 relies on membership donations and other forms of funding to meet its aims and objectives, and to support its strategic growth. This includes support from the pharmaceutical and healthcare industry.

This policy provides guidance on how Cancer52 works with the pharmaceutical and healthcare industry in the best interests of the charity and people affected by rare and less common cancers. It enables all parties to work together collaboratively by setting out clear principles and guidelines on which decisions about partnerships and funding opportunities are based.

### **Context**

Cancer52 believes it is important to maintain cooperative relationships with those companies that produce and market drugs and other treatments for people with rare and less common cancers. This supports communication between the organisations Cancer52 represents and the companies whose decisions will affect the availability of treatments. We maintain relationships with a wide range of companies.

The charity's strategic direction, activities and content of the information provided to people affected by rare and less common cancers is not influenced in any way by acceptance of pharmaceutical funds or alternative forms of funding.

The charity will not embark on, or continue with, any sponsorship arrangement or collaborative venture which might damage its reputation and will withdraw from any initiative that risks jeopardising this independent stance.

### **Principles for partnership**

The guidelines that follow are based on the following core principles:

- Integrity and openness
- Transparency
- Equality in partnership
- Maintenance of independence
- Mutual benefit for all parties
- Working in the best interests of people affected by rare and less common cancers

## **Relationships between Cancer52 and the pharmaceutical and healthcare industry**

- The relationship between Cancer52 and individual pharmaceutical and healthcare companies should be based on equal partnership.
- Each party should recognise that successful partnerships are those where both partners benefit, and each should seek to understand the internal culture of, and external pressures on, the other.
- Cancer52 will not enter a relationship designed to give obvious competitive advantage to any company, and, where possible, Cancer52 favours the use of funding consortia based on two or more companies working collectively. However, as a coalition, representing multiple organisations in the sector, Cancer52 will enter partnerships with individual companies if these match our strategic objectives.
- Cancer52 accepts financial support from pharmaceutical and healthcare companies and groups of companies on the following conditions:
  - There are strong grounds for believing it will result in benefit to people affected by rare and less common cancers.
  - The Chief Executive and the Board of Trustees are satisfied that there is a low risk of adverse publicity from accepting such support.
  - There is no attempt on the part of the company or companies to influence Cancer52's policies or actions either explicitly or implicitly.
  - Cancer52 will aim to ensure that it is never solely funded by one pharmaceutical or healthcare company and where funding greater than 25% of the previous year's annual income is offered by a single entity this will be subject to the CEO informing the Board.
  - Funding of greater than 50% of the previous year's annual income will only be accepted from a single pharmaceutical or healthcare company following a board decision.
- The Charity will be open, transparent and honest in response to any public or media enquiry concerning the Charity's relationship with pharmaceutical and healthcare companies. The Charity will make public all partnerships with the pharmaceutical and healthcare industry through its website.

## **Guidelines for working together**

- Cancer52 is careful to ensure that full independence is maintained by all involved and that the outcomes from the jointly supported work is also independent and unbiased, thus advice or information offered to the general public, health professionals or published in journals is not influenced in any way.
- Cancer52 will not permit a pharmaceutical or healthcare company to influence the content of its publications and information. Cancer52 retains full editorial control and maintains copyright over all publications and printed materials, including those supported by a pharmaceutical or healthcare company.
- Cancer52 must be consulted wherever and whenever its name is used for any communication, both internal and external. Approval must be sought for any copy produced which refers to any charity initiative supported by a pharmaceutical or healthcare company.



- Cancer52's logo must not be used by companies without written approval, and where used strict guidelines must be followed.
- Press releases or other statements must not be issued which refer to Cancer52 without the charity's prior written approval.
- When working on a joint initiative, a single point of contact will be identified within the company concerned to liaise with a named contact at Cancer52.
- Cancer52 is pleased to work with PR, advertising and marketing agencies employed by pharmaceutical and healthcare companies once a joint project is in progress. However, during the planning stage of such a project, Cancer52 will require a representative from the pharmaceutical or healthcare company to be present as well as from the employed agency.
- Written agreements will be produced for each joint initiative between Cancer52 and a pharmaceutical or healthcare company in line with the ABPI Code of Practice for the Pharmaceutical Industry 2019 and any other legal requirements. The Charity will ensure that for each relationship the ABPI Code of Practice is satisfied.

o The agreement will state what has been agreed, including funding in relation to every significant activity or ongoing relationship. This should include any process of reporting back to the company, or any other obligations expected of the Charity.

- In accordance with the principles of the Data Protection Act 1998 and the General Data Protection Regulation, which came into force on May 25th 2018, the Charity will not, under any circumstances, disclose any confidential information regarding its service users or supporters to pharmaceutical or healthcare companies or third party organisations working on behalf of a pharmaceutical or healthcare company.
- A company's support will be appropriately acknowledged following discussions with the company concerned.

#### **Product endorsement**

- Cancer52 supports the availability of the widest possible range of effective treatments, whether drugs or otherwise for people affected by rare and less common cancers. Acknowledgement of a pharmaceutical or healthcare company's support is not endorsement of the company or its products and the charity will not put itself in a position where it might be perceived to be endorsing or promoting a particular product.

#### **Termination.**

Cancer52 reserves the right to terminate any partnership, sponsorship arrangement or collaborative venture where the agreements have been transgressed or which might damage the charity's reputation.

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