

Working with patients and the public

Summary



1 Key Requirements



Activities and statements should not have the purpose of encouraging members of the public to ask their health professional to prescribe a specific medicine.



Material for the public should not (either directly or indirectly) raise unfounded hopes of successful treatment (or mislead with respect to safety).



Material should not cause undue alarm.



Remember: For most countries advertising prescription only medicines to the general public is illegal. Treat anyone who isn't a health professional as a member of the public. Patients and those representing patient groups are a subset of the general public.

2 The General Public



Disease Awareness Campaigns

These provide information, promote awareness or educate the public about health, diseases and their management. They may help

the public recognise symptoms and highlight useful sources of advice.

The primary purpose must be to increase awareness and knowledge of a disease. It should not be to promote or raise awareness of a particular treatment. They can make reference to treatment options but the emphasis should be on the condition rather than the treatment.

Where there is only a single product available to treat a condition, or where there are only a small number of treatments, great care must be taken to ensure that the campaign does not appear to be referring (even indirectly) to that particular product. AZ's involvement should always be declared.



Reference information

This is information provided to the general public (usually via a website) relating to prescription medicines that have a marketing authorisation.

It may consist of documents such as summaries of product characteristics, patient information leaflets and public assessment reports. It may also include information about clinical trials which is available on public databases.

3 Patients



Patient Support Programmes

In principle these should be to help patients better manage their disease or their treatment of it (for example by improving compliance). In addition

companies may provide information for patients through communication with patient organisations. Examples include:

- Providing information about the disease
- Information about the AstraZeneca treatment
- Various items to assist with the management of the treatment (for example glucose testing sticks for patients taking insulin)
- Literature
- Websites
- Medicine delivered to the patient's home
- Treatment being delivered in the patient's home
- Alert service to remind patients to take medicine
- Organised interactions with other patients

Data Privacy

Personal data about patients must not be used for any purpose that they have not consented to.



Patient Organisations Pharmaceutical companies may interact with patient organisations but they must always respect their independence. Work with patient organisations should be covered by suitable contracts/agreements. In all cases the company's involvement in activities with patient organisations must be made clear.