



Rx&D's Updated Code

As you may be aware, changes to the *Rx&D Code of Marketing Practices* came into effect Jan. 1, 2004. The *Code* was revised to ensure industry practices reflect public expectations and the changing environments of the pharmaceutical industry. Highlighted here are amendments pertaining to:

- donations (Section 6.1),
- gifts (new section, 7A),
- service-oriented items (Section 11), and
- hospitality (Section 7B).

Donations

The *Code* continues to recognize the responsibility of Rx&D members to make donations in “support of worthwhile activities both within and outside their communities.”

In that regard, “donations, including donations in kind, may be provided to organizations involved in promoting artistic, charitable, cultural, community, educational, humanitarian, health, philanthropic, and sporting activities.”

The changes caution against providing donations “for product promotional reasons,” and the previously existing provision that donations or grants must never be made “directly or indirectly in order to have access to a health-care professional” remains in place.

Gifts

This new section prohibits Rx&D members from providing gifts to health-care professionals and members of their clinical and administrative staff.

The prohibition applies to “any gifts, in cash or in kind, or any promotional aid, prize, reward, or any other item, any of which is intended for personal or family benefit, or pecuniary advantage.”

Service-oriented items

For several years, the *Code* has allowed the distribution of “acceptable service-oriented items” to health-care professionals. Such items are defined as “those whose primary goal is to enhance the health-care practitioner’s or patient’s understanding of a condition or its treatment.”

The changes to this section provide that “such items may bear the corporate name and logo of the donor company, but must not bear the name of any medicine.” The change has been made to ensure the distribution of acceptable service-oriented items “is not carried out for product promotional purposes.”

Hospitality

Proceeding from the premise that “social interaction, including the provision of hospitality, is part of doing business in today’s world,” another change to the *Code* allows Rx&D members to provide limited forms of hospitality to health-care professionals for the purpose of “building and enhancing the business relationship in an ethical and professional manner.”

Such hospitality “must be carried out within small groups, of a size that would lend itself to achieving the stated purpose.” To that end, the changes prescribe a ratio of three customers to one pharmaceutical representative and prohibit the scaling up of those numbers to result in larger groupings.

Some examples of acceptable forms of hospitality are outlined in the amendments, which also caution that “the providing of tickets, vouchers, or defraying the cost to attend events, in the absence of a host company representative, constitutes a gift and is not permitted.”

Finally, the change to this section forbids the providing of hospitality to spouses/companions of health-care practitioners, “unless the spouse/companion is himself/herself a health-care practitioner.”

Accessing the revised Code

The *Rx&D Code of Marketing Practices* is accessible and printable in both official languages (PDF format) via the Rx&D Web site, at www.canadapharma.org/Industry_Publications/Code (English) or www.canadapharma.org/Industry_Publications/Cod e/index_f.html (French).

As a living document, the *Rx&D Code of Marketing Practices* has evolved over the years and will continue to do so to reflect, once again, public expectations and the changing environments of the pharmaceutical industry.



CCPE & IsaiX Team Up for New Cardiology-based Course

The Council for Continuing Pharmaceutical Education (CCPE) is partnering with IsaiX Technologies (ISAIX) of Montreal and GP Canada, a division of General Physics Corporation (GP), a subsidiary of GP Strategies Corporation (NYSE: GPX), in a major pilot project to convert their cardiology course, their most popular paper-based continuing education study program, to an interactive e-learning program. The initiative reflects the CCPE's commitment to equip pharmaceutical representatives with highly effective, state-of-the-art distance learning tools with which to build their professional knowledge and skills.

"This is an exciting project that will give us the ability to bring the world of cardiology to life for pharmaceutical industry students. Using e-learning, we will go

beyond paper coursework using very effective approaches to learning, including animation, sound, and quizzes that offer real-time feedback to our students," said Gilles Lachance, General Manager of the CCPE.

"Our goal is to use e-learning to give students an engaging and memorable experience, to assist them to learn better and faster, and to retain and apply more of their new-found knowledge."

"The CCPE e-learning initiative will help the CCPE give pharmaceutical professionals the best possible learning environment that combines the content, instructional design, and technology tools to enable them to learn at their own pace, receive immediate reinforcement, and use practice opportunities to apply their new skills," said Steve Gregory, President of IsaiX Technologies.

For more information, contact:

- Erik Schreter (IsaiX Technologies Inc.) at (514) 931-5858, ext. 241 or erik@isaix.com
- Eric Drumm (GP Canada) at (416) 698-5552 or edrumm@genphysics.com
- Gilles Lachance (CCPE) at 1-888-333-8362 or glachance@ccpe-cfpc.com

Leadership in Action

Pharmahorizons Inc., Canada's premier life science recruitment and training company, congratulates Marc Lalande on his recent appointment as General Manager of the Council for Continuing Pharmaceutical Education (CCPE).

Marc takes over the helm from Gilles Lachance who has served CCPE well by positioning it as a responsive, industry-driven innovator in professional development.

To date, over 9,000 sales representatives have successfully completed the CCPE Accreditation Course. Successful completion of the CCPE coursework is mandatory for representatives of Rx&D member companies.

Today's CCPE. Think of it as leadership in action.

Pharmahorizons.com

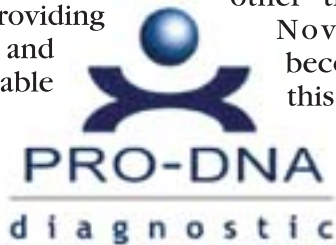


Helping Biopharmaceutical Companies Face Upcoming Pharmacogenomic Challenges

PRO-DNA Diagnostic is Canada's largest private DNA testing laboratory offering unparalleled DNA-oriented services specializing in diagnostics and pharmacogenomics. All DNA tests are performed in a state-of-the-art molecular diagnostics facility by highly qualified scientists.

Since 1995, PRO-DNA has been providing high quality DNA tests (paternity and disease gene analysis) at an affordable price. Clients worldwide have placed their trust in PRO-DNA's industry-leading genomics technology and experienced staff.

With its cutting-edge platforms in molecular and forensic medicine, pharmacogenomics, and with its different ongoing R&D programs, PRO-DNA is also collaborating with major biopharmaceutical companies, clinical research organisations, hospitals and university research centres to genetically monitor optimal therapeutic responses in patients receiving specific drugs. One of these leading projects is with Novartis Canada, where PRO-



DNA's expertise in quantitative PCR is used to monitor the clinical response of patients affected by chronic myelogenous leukemia (CML) treated with the novel and promising drug - Gleevec. PRO-DNA also offers a mutational analysis service to identify patients needing incremental dosages or a switch to other therapies. Programs such as this Novartis-PRO-DNA initiative will become progressively more popular as this allows pharmaceutical companies to achieve better outcomes for patients while being the most cost-effective possible for the health care system.

If you are seeking DNA-oriented diagnostic services or want to integrate a pharmacogenomics component in a specific clinical trial, PRO-DNA Diagnostic's scientists will explore how their dedicated team can meet your needs. Please visit the web site at www.proadn.com, or contact Yves N. Dubé at (514) 253-9998 / 1-877-ADN-6444 or via email at ydube@proadn.com.

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