

Company News



Rx&D Member Companies Continue to Aid Tsunami Victims

Just as the Canadian public has responded with unprecedented generosity to the tsunami disaster, so too has Canada's health-care industry. Pharmaceutical and health-care companies have donated the largest medical aid package ever to Health Partners International of Canada, a

Canadian humanitarian aid agency.

The medical aid package—worth \$11 million wholesale value—contains a broad assortment of medicines and supplies that match the World Health Organization's (WHO) emergency needs list and conforms to the WHO's Guidelines for Drug Donations.

The first shipments of medicines and medical aid left Canada for Colombo, Sri Lanka on January 14. Once there, the WHO will be responsible for distribution of the the medical aid in Sri Lanka and the Maldives.

In addition, corporate matching programs by Rx&D member companies have been instituted, where the generosity of individual employees in Rx&D member companies will be matched and, in some instances, doubled by the employers.

Other member companies are sponsoring and supporting employee-driven tsunami relief fundraising events throughout 2005. For up-to-date information on donations by Rx&D member companies and other health-care groups, visit www.hpicanada.ca.

GSK: Leaders in Hospice Palliative Care

In October 2004, the Canadian Hospice Palliative Care Association (CHPCA) awarded the 2004 CHPCA Leadership Award to the **GlaxoSmithKline** Foundation.

The CHPCA Leadership Award is given to an individual or group, in this case the GlaxoSmithKline Foundation, in recognition of their exceptional leadership, dedication and vision in advancing hospice palliative care for all Canadians. The Foundation has helped achieve significant progress in hospice palliative care by initiating and supporting groundbreaking programs and bringing much-needed attention to this issue.

GlaxoSmithKline Inc. employees chose hospice palliative care as the company's cause of choice in 1997. Since then, the company has spearheaded a number of initiatives to assist the three million Canadians who care for terminally ill family members.

GlaxoSmithKline reaffirmed its commitment to the hospice palliative care movement when it became the first company in Canada to establish extended leave benefit for employees needing time off from work to care for critically or terminally ill family members.

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Purdue Funding Pain and Dependency Research

Purdue Pharma Inc. and Toronto's Mount Sinai Hospital have joined forces to establish the Mount Sinai/Purdue Pharma Partnership in Pain and Dependency.

Dr. Allan Gordon, Director and Neurologist of the Wasser Pain Management Centre at Mount Sinai, recently accepted a \$100,000 cheque from John Stewart, Executive Vice-President and General Manager of Purdue Pharma.

The initial funding for the partnership is part of a three-year commitment totalling \$300,000 in support of the program at the Wasser Centre.

Canada's Up & Down in Global Competitiveness Rankings

Canada's rank fell in one competitiveness index and improved its position in another, according to the Global Competitiveness Report 2004-2005.

The report, from the World Economic Forum, was released by the Forum's Canadian partner, the Toronto-based Institute for Competitiveness and Prosperity on October 13, 2004.

On the Business Competitiveness Index, Canada fell from 12th in 2003 to 15th in 2004. On the Growth Competitiveness Index, Canada improved one level, going from 16th to 15th.

To access the Report, log on to the World Economic Forum's Web site at www.weforum.org/gcp.

ACT Foundation and Partners Recognized for their Efforts

The Advanced Coronary Treatment (ACT) Foundation of Canada and its corporate health partners, **AstraZeneca Canada Inc.**, the **Sanofi-Aventis Group** and **Pfizer Canada**, have received the Canadian Centre for Philanthropy's Imagine 2004 New Spirit of Community Partnership Award.

The award celebrates the outstanding example of

collaboration and action between the ACT Foundation and its pharma partners, who together demonstrated how partnership can lead to finding new ways of meeting pressing needs and building healthy communities.

ACT's core funding and resources—provided by AstraZeneca Canada Inc., the Sanofi-Aventis Group and Pfizer Canada—enable the Foundation to bring the ACT High School CPR Program to Canadian high schools. Designed to empower all youth with the skills and knowledge to save lives, the ACT program teaches CPR and cardiovascular disease prevention to youth across Canada.

Rx&D Advocates Transparency of Clinical Trials

Rx&D and its international partners in the pharmaceutical research industry support the recently announced creation of an international registry of clinical trials. Rx&D and its member companies favour increased access to clinical trials.

In collaboration with the International Federation of Pharmaceutical Manufacturers

Associations, Rx&D has worked for several months on the creation of such a registry, integrating clinical trials leading to the development of new medicine.

In December 2004, Rx&D informed Health Canada authorities of the discussions that have now led to the creation of an international registry of clinical trials. The association is highly committed to this initiative.

Federal Health Minister, Ujjal Dosanjh, stated his support for the transparency of information on clinical trials. [CPM](#)