



PE Remuneration and FMV Project Instructions for the Public Consultation on the Global Principles



Introduction

This document will provide you with all the necessary information and tools to contribute to the public consultation on the *Global Principles for remunerating the patient community for interactions with the pharmaceutical industry* in an efficient and effective way.

The goal of the Public Consultation is to establish an open and ongoing dialogue with key audiences to shape, socialize and disseminate the draft Global Principles throughout key organizations and networks.

It's key that all the relevant teams in your organization are engaged in the public consultation co-creation process. It is only through this broad consultation that the highest quality of deliverables can be achieved, ultimately leading to an overall higher impact for all stakeholders.

All Consultation Toolkit materials are available [here](#) on PE Synapse.

Consultation Timeline: October 7th, 2021 – November 1st, 2021

What you can find in the Toolkit:

The toolkit includes the following resources that can be used to facilitate consultation within your organization/network (find it [here](#) on PE Synapse):

- [Global Principles for Remunerating the Patient Community for Interactions with the Pharmaceutical Industry v.03](#)
- [Public Consultation Feedback Report Template](#) – please use this for consolidating and submitting any comments or feedback to the PFMD team and Steering Committee
- [Slide deck for use in meetings](#) to present the Global Principles and the Remuneration and FMV project
- [Consensus document](#) – this working document outlines comments and feedback previously provided which have been addressed
- [Recording from the Patient Engagement Open Forum session of 7th October: Towards harmonized Global Principles for Remunerating the Patient Community for interactions with the pharmaceutical industry.](#) The recording provides an



overview of the project and Global Principles and may be helpful to circulate ahead of your facilitated discussions with colleagues

Facilitating the Public Consultation

Your support is needed to reach target audiences across your organizations/networks through a facilitated consultation process. It is recommended that you follow this process:

- Reach out to target audiences and other relevant colleagues to arrange meetings or a workshop and provide the Principles as a pre-read (see an audience guide and template email below)
- Present the project and the Global Principles to your colleagues using the slide deck provided
- Collect feedback using the Public Consultation [Feedback Report Template](#)
- Provide your completed Feedback Report to silvia@thesynergist.org no later than 1st November 2021

The Public Consultation can also be contributed to on an individual level. If colleagues are not available to participate in your facilitated discussions, you can refer them to the [consultation survey](#).

Lastly, help us spread the word on this public consultation by sharing any related PFMD social media posts!

Who to target

For the success of this project and the public consultation, we encourage including the following audiences within your organizations:

- **Pharmaceutical companies:**
 - Heads of Compliance, Legal and Ethics functions
 - Functions with responsibility for the governance and oversight for remuneration of the patient community
 - Functions responsible for patient engagement and who manage relationships and interactions with the patient community and patient organizations across the medicine/drug lifecycle e.g. functions may be in research, development, public affairs, patient advocacy, etc.
 - For all the above, global, regional, and local/affiliate points of contact should be considered
- **Patient Organizations/Networks:**
 - Patients, patient advocates, carers, patient organizations, and networks that are active in interacting and engaging with the pharmaceutical industry
 - Patient community members that would benefit from being informed, educated, and engaged on the topic of remuneration and fair market value.

Template Email for inviting your colleagues

This template email may be helpful in reaching out to your colleagues to inform them about the Global Principles and the public consultation. Feel free to adapt it to your needs.

Dear XXX,

Earlier this year, Patient Focused Medicines Development (PFMD) kicked off a project focused on remuneration and fair market value for patient engagement, a continuation of collaborative work on the topic over the years. The project is focused on co-creating two main deliverables: the development of a globally recognized set of remuneration Principles, and a globally agreed-upon methodology for determining fair market value.

The PFMD project team and steering committee have launched a **Public Consultation** on the first deliverable: *Global Principles for remunerating the patient community for interactions with the pharmaceutical industry* (see attached). The Principles were co-created by harmonizing and building on previous work to ensure key values govern the remuneration process globally: transparency, fairness, equity, ethics.

We are invited to contribute to this consultation and submit our feedback on behalf of our organization. **The Public Consultation is now open and we must submit our feedback no later than November 1st, 2021.**

I suggest arranging a time for us to meet and review the global Principles as a team. The current draft of the Principles is attached and I kindly invite you to review it prior to our meeting.

In case you are not available for a meeting prior to the November 1st deadline you can also provide your input individually through a consultation survey following this link: [\[link\]](#)

Many thanks,

Background information about this project

The aim of the Patient Engagement Remuneration and Fair Market Value project is to create and protect ethical, transparent, and fair interactions with patients. The project builds on previous collaborative work and is focused on two main aspects: the harmonization of a globally recognized set of Principles to ensure key values govern the remuneration process, and the co-development of a globally agreed-upon methodology consisting of a transparent, well-written, and documented process on how a fair market value is calculated. These can only be achieved through a comprehensive co-creation process involving key stakeholders and decision-makers.

Establishing a fair market value framework to fit a range of activities and contexts is an incredibly complicated endeavor. Co-creating a global solution with patients and industry partners will serve as an excellent baseline, significantly reducing the time and resources a single stakeholder would commit to achieving a similar goal. Moreover, reflecting PFMD's call to action - *Made with Patients* - the patient community is central in shaping the future of remuneration for engagement activities globally¹.

¹ Excluding remuneration for clinical trial participation.