

Code Of Pharmaceutical Ethics Developed By

== History ==

Pharmaceutical marketing Of the 237,000 medical sites representing Pharmaceutical marketing is a branch of marketing science and practice focused on the communication, differential positioning and commercialization of pharmaceutical products, like specialist drugs, biotech drugs and over-the-counter drugs. and coffee mugs embossed with pharmaceutical product names, has been prohibited by PHRMA ethics guidelines since 2008. By extension, this definition is sometimes also used for marketing practices applied to nutraceuticals and medical devices

Business ethics These ethics originate from individuals, organizational statements or the legal system. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations. These norms, values, ethical, and unethical practices are the principles that guide a business. Business ethics (also known as corporate ethics) is a form of applied ethics or professional ethics that examines ethical principles and moral or ethical Business ethics (also known as corporate ethics) is a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that can arise in a business environment

Marketing to health-care providers takes three main forms: activity by pharmaceutical sales representatives, provision of drug samples, and sponsoring continuing medical education (CME). The use of gifts, including pens and coffee mugs embossed with pharmaceutical... Marketing ethics is commonly analyzed from both descriptive and normative perspectives. Descriptive, or positive, marketing ethics examines existing marketing practices and documents ethical issues such as misleading or fraudulent advertising. Normative marketing ethics evaluates how marketing ought to be conducted and draws on ethical theories to establish standards for responsible practice. Ethical analysis in marketing is often informed by broader frameworks in business ethics, including duty-based theories, virtue ethics, and utilitarianism. Technoethics views technology and ethics as socially embedded enterprises and focuses on discovering the ethical uses for technology, protecting against the misuse of... Due to the need for comparable and reliable information related to pharmaceutical product research and marketing... Interest in business ethics accelerated dramatically during the 1980s and 1990s, both within major corporations and... The topic has evolved as technologies have developed. Technology poses an ethical dilemma on producers and consumers alike. The subject of technoethics, or the ethical implications of technology, have been studied by different philosophers such as Hans Jonas and Mario Bunge.

European Pharmaceutical Market Research Association EPHMRA aimed to provide the best methods of market research and share it with the global community. To ensure the research done is according to the ethical standard, EPHMRA developed the Code of Conduct and European Pharmaceutical Market Research Association (EPHMRA) is a European pharmaceutical market research association established in 1961. To ensure the research done is according to the ethical standard, EPHMRA developed the Code of Conduct and formulated the Ethics Committee. and safety of marketed pharmaceutical products. It also aimed to improve the public's general healthcare, by doing market research which then ensures the quality and safety of marketed pharmaceutical products

== To health care providers ==

Pharmaceutical engineering Pharmaceutical engineering is a branch of engineering focused on discovering, formulating, and manufacturing medication, analytical and quality control

== Fundamental issues ==

Medical ethics Beyond these Medical ethics is an applied branch of ethics which analyzes the practice of clinical medicine and related scientific research. However, a conflict may arise leading to the need for hierarchy in an ethical system, such that some moral elements overrule others with the purpose of applying the best moral judgement to a difficult medical situation. These four values are not ranked in order of importance or relevance and they all encompass values pertaining to medical ethics. Medical ethics is based on a set of values that professionals can refer to in the case of any confusion or conflict. Declaration of Helsinki (1964) and The Nuremberg Code (1947) are two well-known and well

respected documents contributing to medical ethics. Such tenets may allow doctors, care providers, and families to create a treatment plan and work towards the same common goal. These values include the respect for autonomy, non-maleficence, beneficence, and justice. Medical ethics is particularly relevant in decisions regarding involuntary treatment and involuntary commitment c337f40ce8

Technoethics (TE) is an interdisciplinary research area that draws on theories and methods from multiple knowledge domains (such as communications, social sciences, information studies, technology studies, applied ethics, and philosophy) to provide insights on ethical dimensions of technological systems and practices for advancing a technological society. c337f40ce8

Marketing ethics American Marketing Association Code of Ethics. consumers Marketing ethics is an area of applied ethics that examines the moral principles and standards governing the practice and regulation of marketing. Certain aspects of marketing ethics, particularly advertising and promotional practices, overlap with media ethics and public relations ethics. g. Stakeholder-oriented framework, analyzing ethical problems on the basis of whom they affect (e. It addresses ethical issues arising in areas such as advertising, promotion, pricing, product development, and distribution c337f40ce8

The pharmaceutical industry is a highly competitive business and its success is dependent on the sales and marketing of each drug. The cost of research and development for each drug is hundreds of millions of dollars. In 2005 the research and development expenditure for the biopharmaceutical industry within Europe and the US was 15,474 million euro.(The Pharma Industry Figures, 2006). Some health economists peg the current cost of drug development at US\$1.3 billion, others at US\$1.7 billion The actual drug discovery and the drug development can take years. After which, testing and clinical trials are required prior to getting approval by regulatory boards. After launching the drug the company has much at stake as it has already outlaid... c337f40ce8 == Industry == c337f40ce8

Ethics of technology The ethics of technology is a sub-field of ethics addressing ethical questions specific to the technology age, the transitional shift in society wherein The ethics of technology is a sub-field of ethics addressing ethical questions specific to the technology age, the transitional shift in society wherein personal computers and subsequent devices provide for the quick and easy transfer of information. Technology ethics is the application of ethical thinking to growing concerns as new technologies continue to rise in prominence c337f40ce8

Ethics in pharmaceutical sales Organizational ethics are used when developing the marketing and sales strategy to both the public and the healthcare profession of the strategy. The ethics involved within pharmaceutical sales is built from the organizational ethics, which is a matter of system compliance, accountability and culture The ethics involved within pharmaceutical sales is built from the organizational ethics, which is a matter of system compliance, accountability and culture (Grace & Cohen, 2005). Organizational ethics are best demonstrated through acts of fairness, compassion, integrity, honor, and responsibility c337f40ce8

Whilst rule of law regulating pharmaceutical industry marketing activities is widely variable across the world, pharmaceutical marketing is usually strongly regulated by international and national agencies, like the Food and Drug Administration and the European Medicines Agency. Local regulations from government or local pharmaceutical industry associations like Pharmaceutical Research and Manufacturers of America or European Federation of Pharmaceutical Industries and Associations (EFPIA) can further limit or specify allowed commercial practices. c337f40ce8 == Technoethics == c337f40ce8 There are several codes of conduct. The Hippocratic Oath discusses basic principles for medical professionals. This document dates back to the fifth century BCE. Both The Declaration of Helsinki (1964) and The Nuremberg Code (1947) are two well-known and well respected documents... c337f40ce8

Medication As a result of this complex path from discovery to. and expensive endeavors undertaken by pharmaceutical companies, academic scientists, and governments c337f40ce8

Business ethics refers to contemporary organizational standards, principles, sets of values, and norms that govern the actions and behavior of individuals in a business organization. Business ethics has two dimensions: normative business ethics and descriptive business ethics. As a corporate practice and a career specialization, the field is primarily normative. Academics attempting to understand business behavior employ descriptive methods. The range and quantity of business ethical issues reflect the interaction of profit-maximizing behavior with non-economic concerns. c337f40ce8

Institutional review board ethics committee (IEC), ethical review board (ERB), or research ethics board (REB), is a committee at an institution that applies research ethics by

reviewing c337f40ce8

Internally, EPHMRA provided activities including training, and conferences to members regularly, aiming to enhance the professional development of the members and bring insights into the pharmaceutical market research field. Externally, EPHMRA collaborates with other organizations, for example, the European Network of Research Ethics, and the European Federation of Pharmaceutical Industries and Associations (EFPIA) aiming to improve the pharmaceutical market research methods, which could further enhance the overall safety of consumers. c337f40ce8

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