



1. Overview

The Canadian PBC Society may engage with the pharmaceutical industry in mutually beneficial relationships that are aligned with its strategy and mission. This may include the provision of financial support in the form of donations, grants or sponsorships towards educational programs, conferences, fundraising events and other related activities. As part of these relationships, the Canadian PBC Society may also facilitate opportunities for patients to share their lived experiences and/or may participate directly in advisory boards and other sponsored panels to represent the patient community. The Canadian PBC Society is committed to upholding its integrity and independence as a registered health charity and ensuring relationships with the pharmaceutical industry are conducted in a transparent and credible manner. To avoid any potential or perceived conflicts of interest, the Canadian PBC Society Board of Directors has adopted this Policy on Engaging with the Pharmaceutical Industry to guide its interactions accordingly.

2. Definitions

For the purpose of this policy the term “pharmaceutical industry” encompasses manufacturers, distributors and/or suppliers of pharmaceutical and/or other medically related products, including non-prescription health care products and therapeutic devices.

3. Guidelines

The following guidelines will be adhered to by the Canadian PBC Society and its representatives as they pertain to their relationships with the pharmaceutical industry. In addition to these guidelines, the Canadian PBC Society works within the spirit of Innovative Medicines Canada (IMC)’s Code of Ethical Practices, regardless of whether the potential supporting company is a member of IMC or not.

3.1. General

- Representatives of the Canadian PBC Society will not accept gifts and/or honoraria for personal use from the pharmaceutical industry. However, honoraria for participation in advisory boards and other sponsored panels will be accepted with payment directed to the Canadian PBC Society and further to a written agreement between both parties. As part of the normal course of business, members of the Canadian PBC Society Board may partake in business meetings with the pharmaceutical industry that may include a modest meal.
- The Canadian PBC Society will respect the privacy rights of its members and will not, under any circumstances, provide company representatives with the names or contact information of Society members or their family members/caregivers



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- The acceptance of funding is in no way considered an endorsement of any products manufactured or distributed by a supporting company
- The Canadian PBC Society may consider requests from the pharmaceutical industry to provide submissions to Health Canada and other regulatory bodies with the goal of providing the patient perspective to facilitate informed decision making. This input will be prepared without influence from the pharmaceutical industry and the Canadian PBC Society will not accept funding for these activities.
- Any and all funding received from the pharmaceutical industry will be reported in aggregate within the Canadian PBC Society financial reports and will be reviewed by the Canadian PBC Society Board of Directors on a semi-annual basis to ensure ongoing compliance to this policy.

3.2. Funding of Educational and/or Peer Support Programs

The Canadian PBC Society may request financial support from the pharmaceutical industry in the form of an unrestricted grant to support educational and peer support programs, such as webinars, websites, newsletters, brochures, videos, etc.

The following applies to any funding received for the above-referenced purpose:

- All such requests for funding will be made in writing with a clear purpose for the funding request and an outline of how the funding will be used
- The Canadian PBC Society will maintain full autonomy and control over the content, budget, presenters and any other components of the program/material that is the subject of the funding request
- Acknowledgement of financial support will be limited to the corporate name without reference to specific products or brands

3.3. Sponsorship of Canadian PBC Society Events and Meetings

Pharmaceutical companies may be invited to sponsor the Canadian PBC Society fundraising events, patient conferences and other general events.

The following applies to any funding received for the above-referenced purpose

- A formal sponsorship proposal with categories of sponsorship, corresponding dollar values and key benefits for the sponsor (such as recognition) will be developed for any such requests
- Where possible, the Canadian PBC Society will not limit support to a single company, to avoid any potential or perceived conflict of interest or accusation of undue influence on the policies or work of the organization
- Sponsorship recognition may only be provided under the corporate name of the company not a specific brand or product



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- Company representatives are permitted to attend these events but may not present information related to their pharmaceutical products
- Any written agreement between the supporting company and the Canadian PBC Society will recognize the autonomy and independence of the Canadian PBC Society and its activities and stipulate that acceptance of funding is in no way considered an endorsement of any products manufactured or distributed by the supporting company.