






Aligning aspirations, realising ambitions






**Be part of the new era of engagement.  
Make your relationships commendable.**

# Aligning aspirations, realising ambitions

## You must:

-  **Behave differently.**
-  **Be a presence.**
-  **Build your identity.**

## You can:

-  **Make a difference.**
-  **Magnify your presence.**
-  **Mould your identity.**

## What is myPHID™ ?

### *Inspirational. Insightful. Innovative.*

**myPHID™** is the international hub for best working practices between the pharmaceutical industry and healthcare professionals. It is the only global forum where an engaging environment inspires all the stakeholders in healthcare and medical research to unite openly – activating clinical and commercial aspirations.

**myPHID™** provides the most authentic arena where pharmaceutical professionals, medical practitioners, healthcare experts and clinical research specialists can share insights and communicate commendably – talking transparently about medicine not marketing.

**myPHID™** assembles all types of committed healthcare professionals and encourages them to make innovative alignments with their peers so that goals and passions about medical science are shared responsibly – making a difference to how relationships in healthcare are established, interpreted and valued.



#### **PHIDfact**

*94% of physicians have some sort of interaction with industry*

## Why do I need myPHID™ ?

### *Concerns. Challenges. Changes.*

The perception of interactions between professionals has changed; scepticism surrounds the intent of industry and there are concerns that doctors are vulnerable to marketing influence. Stringent guidelines have been introduced, and there is regular debate about the nature, consequences and challenges of relationships. It is a difficult time.

All healthcare professionals focus on improving health and we need to recover the vision of shared aspirations between all professionals. It is in everyone's interest to move the debate forward from rhetoric to reality and this is the critical time to determine how to establish and nourish authentic alliances between professionals.

We must use individual presence cooperatively. Doctors use their presence to champion patient needs and pharma requires a positive presence in healthcare, committed to addressing these needs. **myPHID™** is the only professional networking site for the pharmaceutical industry and the medical community to embrace a new era of engagement – working responsibly and transparently to align aspirations.



## Why is myPHID™ different?

### *Dynamic. Driven. Determined.*

**myPHID™** is the only organisation that dynamically promotes the quest to accomplish best relationship practice in the international healthcare arena. Behaving differently, **myPHID™** is both challenger and mediator – unique in providing the global oasis to voice and unite opinion.

**myPHID™** drives the delivery of solutions to relationship challenges by:

- Commissioning international studies about barriers and breakthroughs in relationship science and practice.
- Sharing insights from sponsored sessions with key experts.
- Consolidating all professionals to contribute to the debate about appropriate alignments.
- Delivering best practice campaigns and keeping experts focused on medicine not marketing.

**myPHID™** determines that both scientific enquiry and commercial value motivate research and that only by aligning the aspirations of all professionals will we expedite delivery of benefits for patients. Importantly **myPHID™** gives you a voice and a chance to be part of the process that creates best relationship practice.



#### **PHIDfact**

*\$3–6 billion/year spent by industry on educational projects with physicians*

## What can I do with myPHID™?

### *Educate. Empower. Elevate.*

**myPHID™** will give you confidence to build relationships that mould your professional identity - it provides an authentic arena where you can educate yourself and your healthcare partners or teams about appropriate ways to interact. You can contribute to, participate in and commission several activities around good relationship practices including:

- Publications • Training sessions • Guideline preparation.

**myPHID™** invites partners to sponsor:

- Opinion studies • Expert sessions • Educational programmes.

A key step towards breaking down the barriers between experts is to review your current product 'language' and adjust your approach and vocabulary, empowering you to talk medicine not marketing. All these partnerships with **myPHID™** align your work with good relationship practices and showcase your commitment to research, development and finding the best answers for patients.

**myPHID™** ultimately elevates your networking presence by creating the opportunity to make alignments with the peers who share your passions. Building an international presence on **myPHID™** certifies that you are committed to the new era of engagement with physicians and pharmaceutical colleagues.



## How can myPHID™ enhance my relationships?

### *Vivacious. Verified. Visible.*

**myPHID™** will inspire you to be vivacious about the necessity of your interactions and networking activities within the healthcare community because it provides a safe harbour of reference about ethical engagements.

**myPHID™** verifies relationships for you and keeps you informed about the rules, acceptable practices and governing opinions in the international arena of relationship management. You can be confident that by working within the **myPHID™** framework of **'Pharmony Principles'** secures that your interactions are credible and authentic.

**myPHID™** permits visibility of your relationships as interactions of merit. You can feel proud that your commendable relationships are hosted as part of the commitment to good relationship practice. You can also rely on **myPHID™** to run Drug Development and Promotional Literacy campaigns, and to raise awareness of the importance of authentic alignments to raise the standards of relationship science.



#### **PHIDfact**

*75% physicians find information from reps useful; 9% believe it very accurate*

## What can myPHID™ do for me?

### *Insights. Inspiration. Integration.*

**myPHID™** is the first dedicated professional network for healthcare professionals and the pharmaceutical industry and the only online assembly of experts where you will find insights, inspiration and integration in the new era of commendable engagements.

**myPHID™** provides six key areas to help you to align your aspirations and realise your ambitions:

- PHID Pioneers.
- Presence Profiles.
- Potential Phorums.
- Pharmony Principles.
- PHID Promotions.
- Professor–Protégé.

**myPHID™** is the place to learn about good practices, increase promotional literacy, understand what experts and peers believe about interactions, and check that you are complying with international guidelines. By aligning your goals with the **myPHID™** drive to define best working practices you can feel invigorated that you are working appropriately to raise your personal, product or professional presence without compromising integrity. Log-on now and let **myPHID™** activate your aspirations.



## How can I get involved with myPHID™ ?

### *Care. Commit. Commend.*

**myPHID™** is the community where medical science professionals care enough to commit to commendable relationships and make alignments that make a difference. If you, your practice, company or agency want to be part of the new era of engagement, we need you to care enough to tell us. Use your **myPHID™** voice to behave differently, be a presence and build your identity.

**myPHID™** is a positive arena to broadcast that healthcare professionals believe there are better ways to interact to ultimately improve patient outcomes and also to help correct misperceptions of over-commercialisation of medical practice and encourage collaborations of scientific endeavour.

**myPHID™** is all about involvement with integrity and demonstrable dynamism. You can sponsor a review or study, participate in a Phorum, create a Presence Profile, nominate a Pioneer for interview in recognition of their work and volunteer the work that you do for peer acknowledgement and reward. **myPHID™** is your community and your chance to align your aspirations and realise your ambitions.



#### **PHIDfact**

*360 million people in the US searched online for health information in 2006*

Contact us and we will help you start to build your **myPHID™** presence:

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**Aligning aspirations, realising ambitions**

*Generate a positive presence in the healthcare arena  
with physicians and pharmaceutical colleagues.*

*Establish authentic relationships  
that preserve professionalism.*

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Pharmony Principles • PHID Promotions • Professor–Protégé