

myPHID™ Pharmony Principles

Education sessions and research initiatives 2009



myPHID™ is the international hub for best working practices between healthcare professionals. Behaving differently, **myPHID™** is both challenger and mediator – unique in providing the global oasis to voice and unite opinion. Be part of the new era of engagement, use your **myPHID™** voice to behave differently, be a presence and build your identity.

Through education, discussion, research and consensus with the international community **myPHID™** education initiatives through 2009 will:

- 🌀 *Eliminate hysteria about 'influence'.*
- 🌀 *Outline the needs for valuable relationships in the working dynamic.*
- 🌀 *Determine how to create alignments that best serve medical science.*
- 🌀 *Authenticate new methods to activate transparent relationships of trust.*
- 🌀 *Facilitate international best practice agreements.*

Ultimately the **myPHID™** community will produce international agreements on best working practices – the **Pharmony Principles**.

We invite partners to work with us to make this happen. We would like to align your commitments with these goals. Please see overleaf for sponsorship and participation opportunities in the sessions, initiatives and studies scheduled.

Contact us to secure a sponsorship and collaborative opportunity.



Emma D'Arcy
Leader, Scientific Insights

M: +44 (0)7939 257111
E: emmad@myphid.com

Emma Parfremont
Leader, Strategic Insights

M: +44 (0)7814 852896
E: emmap@myphid.com

www.myphid.com

Behave differently. Be a presence. Build your identity.

‘Behave differently, make a difference’ expert sessions 2009:

1. How to increase drug development literacy.
2. How to increase promotional literacy.
3. Establishing fair market value for industry-expert alignments.
4. Understanding patients’ expectations of industry-expert alignments.
5. Replacing the Sales Rep, reducing the sales-speak.
6. Furthering ‘Pharmony’, making industry-expert alignments visible.
7. Creating opportunities for new alignments.
8. Using web 2.0 tools to combat the conflict-of-interest crisis.
9. Improving transparency without obfuscating opportunities.
10. Modelling the loss of industry-expert interactions.
11. Redressing public perceptions of industry-expert interactions.
12. Best practice examples 2009.

‘Positive presence’ initiatives 2009:

1. Promotional literacy and developmental literacy.
2. Pharmony principles and frameworks.
3. Portraying the positive for Pharma.
4. Medical science mistakes – making better sense of the nonsense.
5. Transparency and trust – the core essentials.
6. Talking medicine not marketing.

‘Commit to care’ research studies 2009:

UNDERSTAND – the first international study to unearth the perceptions of medical experts on pharmaceutical professionals, the way they create relationships and communicate, the key barriers to forming more authentic relationships, and the changes that medical experts would like to see.

APPRECIATE – the first international study to forecast the impact of retraction by the pharmaceutical industry should all relationships be severely limited. This will investigate who would pay for medical conferences, where the medical community would garner product and research information and the potential impact on the progress of medical science research and discovery.