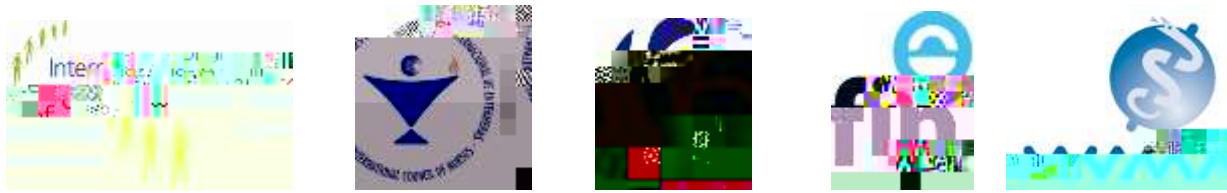




Consensus Framework



Q. What is the goal of the Consensus Framework and the envisioned impact?

- A. As the healthcare landscape is rapidly evolving in developing and emerging countries, broader and systematic challenges may have a negative impact on the interactions between the different stakeholders. This is particularly concerning for sectors or countries where there is limited or non-existing regulation and inappropriate enforcement, whether by self-regulation or government. The Consensus Framework demonstrates that trust and integrity are essential in shaping relationships between patients, healthcare professionals and the pharmaceutical industry that truly serve the best interest of patients. In this respect, each partner has a role to play. Although significant progress has been made over the years in the area of ethi