

Disclosure of GSK payments to HCPs and HCOs in Croatia in 2016



Our path towards transparency

GSK supports the Code wholeheartedly, because it is the right thing to do and is consistent with our values of integrity, transparency, patient first and respect.

We believe that the Code is consistent with a global trend towards greater transparency and accountability, driven by the expectations of healthcare communities and society worldwide.

It is with this mindset that we will implement the EFPIA Disclosure Code. We are applying a "no disclosure consent, no contract" principle to enable and drive disclosure at the individual level.



We have been pioneers in...

Over the past decade we have challenged the traditional industry model by being first to increase transparency around clinical trial data; being first to declare support to patient organisations; and being first to abolish individual sales targets for medical representatives.



NECESSARY COLLABORATIONS

Collaboration with health professionals and organisations are fundamental to reach a common objective: the advancement of medical research in benefit of the patients.



WHAT ARE TRANSFERS OF VALUE?

They are the collaborations and contributions, both monetary and non-monetary, made to health professionals and organisations.



WHAT ARE THESE COLLABORATIONS USED FOR?

- Donations and collaborations with health organisations
- Training activities and scientific / professional meetings
- R&D activities
- Provision of services (consultancy, internal educations)



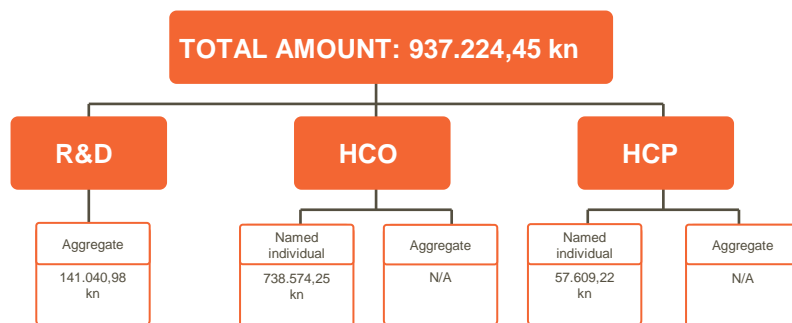
WHAT DOES INDIVIDUALISED DISCLOSURE MEAN?

We have undertaken to publish data individually and therefore, have requested consent for dissemination to all healthcare professionals that would like to work with us, following the maxim "No dissemination consent, no contract".



The figures

GSK has collaborated with **8 HCPs** and **10 health organisations** in Croatia in 2016



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