

# Disclosure of GSK payments to HCPs and HCOs in Hungary 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 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.

In Hungary, 2/3 of our payments are in relation with our research and development activities because innovation is one of our basic principles.



### 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, speeches)



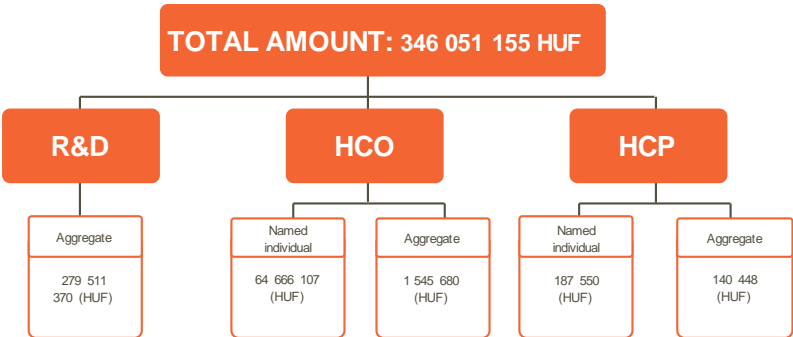
### WHAT DOES INDIVIDUALISED DISCLOSURE MEAN?

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.



## The figures

GSK has collaborated with 2 HCPs and 142 health organisations in Hungary.



We believe that in order for the patients to trust, accept and appreciate the long standing cooperations between doctors and pharmaceutical companies transparency is essential, and is provided by this disclosure.

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