

Methodology Note on Transfers of Value (ToV) to UK Health Professionals, Other Relevant Decision Makers and Healthcare Organisations

1. Introduction:

In accordance with the requirements of the Association of the British Pharmaceutical Industry (ABPI) 2024 Code of Practice for the Pharmaceutical Industry, Alliance Pharmaceuticals Limited (Alliance) has publicly disclosed certain transfers of value made directly or indirectly to health professionals (HCPs), other relevant decision makers (ORDMs) and healthcare organisations (HCOs) in the UK.

This note summarises the methodologies used by Alliance in preparing these ToV disclosures.

2. Definitions:

Healthcare Professional (HCP)

Includes any member of the medical, dental, pharmacy or nursing profession and any other person who in the course of their professional activities may administer, prescribe, purchase, recommend or supply a medicine. For the purposes of disclosure, the term also includes any employee of a pharmaceutical company whose primary occupation is that of a practising health professional.

Other relevant decision maker (ORDM)

Means a person who could influence in any way the administration, consumption, prescription, purchase, recommendation, sale, supply or use of any medicine but who is not a health professional.

Healthcare Organisation (HCO)

Any healthcare, medical or scientific association or organisation such as a hospital, clinic, foundation, university, or other teaching institution or learned society whose business address, place of incorporation or primary place of operation is in Europe or an organisation through which one or more HCPs or other relevant decision makers provide services.

Patient Organisation (PO)

An organisation mainly comprised of patients and/or caregivers or any user organisation such as a disability organisation, carer or relative organisation and consumer organisation that represents and/or supports the needs of patients and/or caregivers.

Research and Development

For the purposes of disclosure, transfers of value to health professionals or healthcare organisations related to the planning or conduct of:

- i. non-clinical studies (as defined in the OECD Principles of Good Laboratory Practice)
- ii. clinical trials (as defined in Regulation 536/2014)

iii. non-interventional studies that are prospective in nature and that involve the collection of patient data from or on behalf of individual or groups of health professionals specifically for the study.

Transfer of Value (ToV)

A direct or indirect payment, whether in cash, in kind, or otherwise, made, whether for promotional purposes or otherwise, in connection with the development or sale of medicines.

Donations and grants

For the purposes of this disclosure, Alliance has collectively defined donations and grants as providing funds, benefits-in-kind or services freely given for the purpose of supporting healthcare, scientific research or education, with no consequent obligation on the recipient organisation, institution and the like to provide goods or services to the benefit of Alliance in return. Donations to charities, similar recipient organisations, institutions and the like that would be funded by employee contributions are not disclosed.

Sponsorship

Sponsorship is defined as a contribution, financial or otherwise, in whole or in part provided by or on behalf of Alliance, towards an activity (including an event/meeting or material) performed, organised, created etc by a healthcare organisation, patient organisation or other independent organisation.

3. Disclosure scope:**Products concerned:**

Only transfers of value relating to prescription medicines (POM) and over-the-counter medicines (where the aim of promotion to HCP's/ORDM's is to encourage prescription or supply) have been included within this disclosure, and any transfers of value relating solely to over-the-counter medicines (with the aim to encourage purchase by MoP), medical devices, cosmetics or food supplements have not been included in this disclosure.

Where an activity involves transfers of value relating to both prescription medicines or OTC medicines promoted with the aim of prescription/supply, and to other categories of products (e.g., P, GSL etc.), only the Alliance budgetary allocation relating to the prescription medicine or OTC medicine promoted with the aim of prescription/supply will be included in this disclosure. Where there was no split in budgetary allocation, the total of the transfer of value has been split equally by the number of brands that were involved at that activity. In these instances, the split of budgetary allocation for such activities is available on request.

If a payment is not in relation to a specific product, such as an unrestricted grant, the payment is included in disclosure.

ToVs Included in this disclosure:

- Funding for Collaborative working, including Joint working.
- Donations and grants provided to HCOs, institutions, and other organisations.
 - One activity was delivered via a Northern Ireland based HCO, with the associated activity delivered in Republic of Ireland. This activity has been disclosed under both ABPI and IPHA 2024 transfers of value.
- Fees and expenses paid for contracted services between Alliance and institutions, organisations or associations of HCPs.
- Support of attendance by HCPs and ORDMs at events/meetings whether paid directly, indirectly or via another party.
- Fees and expenses paid to HCPs and ORDMs, or to their employers on their behalf.
- Sponsorship, including contributions to costs related to events/meetings paid to HCOs or to organisations managing events on their behalf, which may include support of HCPs not known to the company via the HCOs by way of registration fees, accommodation and travel.

4. Data collection methodology:

ToVs made to HCPs and HCOs during the 2024 calendar year (1st January to the 31st December 2024) were identified from the company's internal data collection process which is then verified against the Company's financial outgoings and contracts. Following submission, names and addresses are matched with the IQVIA One Key database.

ToVs payments (be it direct or indirect) will be disclosed according to the date the transaction was paid. This is applicable to multi-year/rolling and single contracts.

Any transfer of value within scope of the ABPI code that relates to partial attendance, cancellation is included in disclosure. Refunds are not included in disclosure. Cross-border activities that are in scope of the ABPI code have been included in disclosure.

5. Consent and legitimate interest:

Consent from the HCPs / ORDMs to disclose these transfers of value have been obtained on an individual activity basis through signed consultancy agreements, as part of the statement of work or other written communication.

Where HCP and ORDM recipients of transfers of value cannot be identified for legal reasons, the amount attributable to such transfers have been disclosed on an aggregate basis.

The number of recipients involved have been stated together with the percentage of all recipients that they represent and the aggregate amount attributable to transfers of value to such HCP and ORDM recipients.

Should a HCP/ORDM wish to “opt out” of disclosure on an identifiable basis at a later date, they should follow the specific instructions in the consent form and contact the Company via medinfo@alliancepharma.co.uk.

6. Dates used for disclosure:

Disclosed payments relate to transfers of value where the payment transaction was completed in 2024. Any transfers of value relating to activity that spans two calendar years are disclosed in the year the transfer of value is completed.

7. Financial data:

All transfers of value are disclosed in Great British Pounds (£). Where a payment was fulfilled in another currency, the value was converted into Great British Pounds based on the exchange rate at the time of payment. VAT has been included in the disclosed payments.

No transfers of value in relation to donations were made by Alliance in 2024.

No transfers of value that are captured in the scope of the ABPI code were made by Alliance Pharmaceuticals relating to Market Research in 2024.

No transfers of value relating to collaborative working with other pharmaceutical companies or healthcare organisations were made by Alliance in 2024.

No transfers of value relating to PO's or to members of the public were made by Alliance in 2024.

Contact details for ToV related enquiries: medinfo@alliancepharma.co.uk

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