

Policy: Working with industry and other organisations

- Purpose:** To ensure that work delivered in collaboration with Industry and Other Organisations is focused on better health outcomes for people with lung conditions.
- Scope:** Applies to all agreements with Industry and Other Organisations on the delivery of a body of work whether this is a one-off project or a longer-term relationship.
- Definitions:** 'Industry' relates to entities of a commercial nature such as pharmaceutical, biotechnology, diagnostic and device companies.
- 'Other Organisations' relates to entities that are of a non-commercial nature and operate predominantly in the health sector including non-government organisations.
- Documents:** Medicines Australia Code of Conduct
Working Together – A Guide to relationships between Health Consumer Organisations and Pharmaceutical Companies
- General:** Lung Foundation Australia (LFA) recognises the importance of working collaboratively with stakeholders who have an interest in lung conditions. This includes commercial entities such as pharmaceutical, biotechnology, diagnostic and device companies as well as non-commercial entities such as non-government organisations. Each entity has different value propositions and effectively working together in a collaboration presents an opportunity to generate a greater impact for a common purpose.

Key principles for working together

A valuable collaboration between Lung Foundation Australia and another entity requires a strong relationship based on core principles such as:

- Respect for independence
- Achieving and maintaining public trust
- Fairness
- Openness and transparency
- Confidentiality and accountability

Respect for independence

Entities will bring different views and skills to a relationship with the aim of working together to achieve goals of mutual benefit. It is important to have a shared understanding, where each will have different expectations and at times may not always agree. The integrity or independence of either entity must not be compromised when collaborating on a body of work.

Lung Foundation Australia remains entirely independent of influence from commercial interests, using evidence to advocate freely for people with lung conditions and developing unbiased content of all resources, promotions and education programs. To this end, Lung Foundation Australia will only accept funding for a body of work which aligns with its strategic plan.

Achieving and maintaining public trust

The aim of a collaboration with another entity is to deliver the best possible health outcome for people with a lung condition. If a commercial arrangement exists between the entities there may be a

perception that there has been unfair or inappropriate influence. The arrangement between the entities should be open and publicly transparent to achieve and maintain public trust.

Lung Foundation Australia is committed to keeping the patient at the centre of its decision making, maintaining integrity and reputation as a source of evidence-based advice and resources. All entities contributing financially or otherwise to the delivery of the body of work are to be acknowledged publicly, and resource developed independent from commercial input and based on evidence.

Fairness

The concept of fairness should be an essential element of any collaborative working relationship and evident at all stages of the delivery of a body of work. All entities should always feel free to raise issues, speak openly, and not feel pressured by the other entity.

Lung Foundation Australia is equitable in its dealings with Industry and Other Organisations, working with a wide range of entities and with no preference given to any entity. It recognises the need for fairness and mutual benefit for outcome in the delivery of a body of work. No entity may request that it be the sole partner of any of the Lung Foundation's major programs.

Openness and transparency

At the start of any collaborative work, agreement should be made on how each entity will be acknowledged. Conflicts of interest and other relationships that may be relevant or impact the collaboration should be declared. Additional issues such as Intellectual Property also need to be addressed.

Lung Foundation Australia will enter into written agreements with Industry and Other Organisations where terms and conditions are clearly outlined. This includes acknowledgement of collaborative entities through electronic and/or print media. Funding received from pharmaceutical companies will be disclosed on the website and in the annual report including contribution and project description.

Confidentiality

There is existing legislation and regulation in relation to confidentiality and privacy and entities working collaboratively on a body of work should adhere. At times entities will share information and/or scientific data that is 'commercial in confidence' and not available to the public.

Lung Foundation Australia abides by all confidentiality and privacy legislation and respects that information of a sensitive nature supplied by Industry and Other Organisations will be kept confidential. This will be communicated clearly with entities in relation to managing information that is 'commercial in confidence'.

Accountability

When collaborating on a body of work each entity should demonstrate that the resources that they contributed have been used appropriately and that the agreed outcomes have been achieved. This requires appropriate methods for reporting the results to key stakeholders.

Lung Foundation Australia will disclose to key stakeholder how resources are utilised in the delivery of a body of work and the outcomes achieved.

Application of key principles

Collaboration is more successful when each entity is clear about what it wants to achieve by working together, and when each entity works hard to understand how the other operates.

Lung Foundation Australia will consider three stages when working with other entities on how a body of work will be delivered. The three stages are:

1. Laying the groundwork for working together
2. Working together with a new partner
3. Implementation and completion of a body of work

Laying the groundwork for working together

Lung Foundation will explore the following when considering engagement with another entity:

- Align with the strategic plan and potential for better outcomes for patients
- The risks and benefits
- The need to consult with the patient and clinical community first
- Lessons from the experience of other organisations that have worked with this entity

If Lung Foundation Australia decides to work collaboratively with another organisation, then the following will be considered:

- How we will ensure our independence
- Managing the perception of any funding arrangements
- The sustainability of funding provided
- Allocation of a staff member to be accountable for managing the relationship
- The need for legal advice before signing any written agreements
- The use of clinical advisers to handle medical and scientific information
- The involvement of consumers
- How the entities will be publicly acknowledged
- Understanding of the processes that the collaborative entity needs to undertake to confirm and formalise the relationship, including clarity of accountability in their organisation.

Working together with a new partner

Lung Foundation acknowledges that entities are different, and the same approach may not work in every collaboration. Time will be taken to orient Industry and Other Organisations to the vision, goals and objectives of Lung Foundation Australia. In turn, the entity will be invited to do the same so that a shared understanding can be established.

Some practical areas for discussion with a new partner in the delivery of a body of work will cover:

- Areas of responsibility
- Ownership of resources developed
- Experience in delivering similar work
- Other areas of work that may intersect
- Protection of Intellectual Property
- Evaluation of the partnership

Implementation and completion of a body of work

Lung Foundation Australia will work collaboratively with other entities to consider the following activities in the delivery of a body of work:

- **Partnership is documented in a written agreement**
- Frequent review of progress
- Long term sustainability including termination due to changes in circumstances
- Communication of outcomes
- Dealing with conflict
- Use of logos

This policy can be amended by Lung Foundation Australia as it sees fit and does not vest any enforceable rights in employees.

Updated January 31, 2019.

Reviewed January 17, 2020.