

Sectoral Analysis of Corporate Conduct in Pharmaceutical and Healthcare Services

1. Interface with NVG Principles

Table 1: Approach to assessing Corporate Conduct/Business Behaviour in Pharmaceutical sector

SECTOR	GENERAL MANUFACTURING PROCESSES	ENVIRONMENT	STAKEHOLDERS, COMMUNITY	LABOUR	MARKETING	DISTRIBUTION
I. Pharmaceuticals	IPR ②	Resource Efficiency and Sustainable Production Practices (LCA) ②	Stakeholder Engagement and Communication ④	Complaint and Grievance Redressal ③	Transparent Marketing Information & Communication ①	Abuse of Dominant Position (Exclusionary) ①
	New Technologies, R&D ②	Good Manufacturing Practices (GMP) ②	Community Well-being & Inclusion ⑤	Equal Opportunity at work ⑤	Anti-competitive Practices ①	Corruption (Influencing Docs and other providers to sell drugs) ①
		Reduce, Reuse, Recycle ②		Child, Bonded and Forced Labour ③	Consumer Education and Information (Product Labelling, Weights & Standards) ②	Anti-competitive Practices ①
		Periodic Impact Assessment and Disclosure ④		Occupational Health & Safety ③	Sustainable Consumption (Rational Use of Drugs) ②	Lobbying and Policy Advocacy Processes ⑦
		Pollution Control Measures		Wage Policies	Deceptive Marketing	

		6		3	Practices (UTPs) 9	
		Clean Technology & EMS 6		Workplace Environment 3	Freedom of Choice (Consumers) 3	
		Environmental performance of Value Chain members 6		Human Rights (Bonded Labour, Sexual Harassment, Child Labour, Disabled Person) 5	Consumer Grievances and Handling 9	

Note: The Numbers represent the corresponding NVG Principles (2011)

Table 2: Approach to assessing Corporate Conduct/Business Behaviour in the Healthcare services sector

SECTOR	GENERAL MANUFACTURING PROCESSES	ENVIRONMENT	STAKEHOLDERS, COMMUNITY	LABOUR	MARKETING	DISTRIBUTION
II. Healthcare Services¹ (Hospitals, Diagnostic Service Centres, Health Insurance providers, Medical Equipment producers)	IPR ②	Resource Efficiency and Sustainable Production Practices (LCA) ②	Stakeholder Engagement and Communication ④	Complaint and Grievance Redressal ③	Transparent Marketing Information & Communication ①	Abuse of Dominant Position (Exclusionary) ①
				Complaint and Grievance Redressal ③	Transparent Marketing Information & Communication ①	Corruption (Influencing hospitals/providers ² to sell products) ①
	New Technologies, R&D ②	Good Manufacturing Practices (GMP) ②	Community Well-being & Inclusion ③	Equal Opportunity at work ③	Anti-competitive Practices ①	Corrupt practices in Hospitals ①
				Child, Bonded and Forced Labour ③	Transparent Marketing Information & Communication ①	Corruption ('Commission/Cuts' for Docs) ①
		Reduce, Reuse, Recycle	Community Well-being & Inclusion	Occupational Health & Safety	Consumer Education and Information	Anti-competitive Practices ①

¹ Private sector accounts for about 75% of the total healthcare expenditure in the country

² A classic example is 'Coronary Stent', which has sometimes been prescribed even when not required

		②	⑥	③	②	
	Periodic Impact Assessment and Disclosure ④			Occupational Health & Safety ③	Sustainable Consumption ②	Lobbying and Policy Advocacy Processes ⑦
				Wage Policies ③	Deceptive Marketing Practices (UTPs) ⑨	Anti-competitive Practices ①
	Pollution Control Measures ⑥			Workplace Environment ③	Deceptive Marketing Practices (UTPs) ⑨	
	Pollution (Hospital Waste) Control Measures ⑥			Human Rights (Bonded Labour, Sexual Harassment, Child Labour, Disabled Person) ⑤	Consumer Education and Information ②	
	Pollution (Pathological Waste) Control Measures ⑥				Deceptive Marketing Practices (UTPs) ⑨	
	Clean Technology & EMS ⑥				Freedom of Choice (Consumers) ③	

		Clean Technology & EMS ⑥			Consumer Grievances and Handling ⑨	
		Environmental performance of Value Chain members ⑥			Consumer Grievances and Handling ⑨	
					Consumer Grievances and Handling ⑨	

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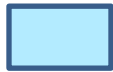
Issues for Device Manufacturers



Issues for Hospitals



Issues for Diag. Service providers



Issues for Insurance providers