

IPCAA's Guiding Principles



In the evolving landscape of medical congresses, the International Pharmaceutical Congress Advisory Association (IPCAA) participates in the exchange of **congress management expertise** and the related frameworks. IPCAA represents and advocates on behalf of the Pharmaceutical Industry – a key stakeholder in medical congresses – and engages in dialogue facilitating and supporting industry-wide exchange.

1. The value of medical congresses

Medical congresses serve as official platforms for healthcare professionals to present and discuss research, exchange insights, and explore advancements in specific therapeutic areas. Logistical organisation of medical congresses is provided by or on behalf of medical societies. Medical congresses include independent medical programmes, which are a full responsibility and accountability of medical societies, without any industry involvement. In addition to these programmes, there are satellite activities at the congresses such as industry exhibitions and industry satellite symposia, that are supported by the pharmaceutical industry. These activities are in alignment with medical societies from an organisational perspective. Industry separates their activities into “medical/scientific” or “commercial” activities and reviews them in line with the applicable laws, codes and regulations.

Medical congresses gather various stakeholders such as medical society members, academic institutions, researchers, healthcare professionals and healthcare organisations, patient organisations, and the pharmaceutical industry. Additionally, medical congresses offer an opportunity for individuals to network and exchange ideas with peers about scientific topics. In case a congress is an accredited event, this provides a great opportunity to obtain respective points for the Continued Professional Development Plan.

Medical congresses offer opportunities for all these stakeholders to remain up to date with the latest evidence and share updates about research and developments in the given disease area.

2. The value of IPCAA

IPCAA recognises the crucial role of medical congresses, offering healthcare professionals essential opportunities for education, exchange, and scientific networking.

IPCAA is committed to establishing and facilitating conversations and training to enhance the congress experience for all stakeholders.

IPCAA provides a forum for exchange, information, and connection for anyone in the pharmaceutical industry and other stakeholders (e.g. medical societies, etc.) involved in healthcare events and medical congresses.

IPCAA believes in the importance of partnering with medical societies and professional congress organisers to **establish best-practice frameworks for industry participation to deliver high-quality, ethical, and compliant healthcare events and congresses.**

IPCAA expects our Member Companies to align with these principles in all congress activities, fostering trust and maintaining high standards across the pharmaceutical industry.

Our mission is to ensure the most beneficial outcome for all parties involved in medical congresses, through the development of common and consistent congress policies and recognised partnerships with medical societies.

3. Who is IPCAA?

IPCAA is a membership-based industry association with over 30 years of expertise in setting industry frameworks, facilitating exchange, and providing advocacy support to the pharmaceutical industry and related stakeholders. IPCAA's growing network of member companies collaborates with a diverse array of congress stakeholders including medical societies, professional congress organisers, and advisory associations.



Dedicated/Dedication

IPCAA is a pharmaceutical industry association dedicated to bringing together all relevant stakeholders to guarantee compliance and enhance the organisation of medical congresses.



International/ Engaged participation

IPCAA comprises internationally active, research-based healthcare companies engaged in medical congresses.



Diverse/Medical congress standards

IPCAA brings diverse people together to share ideas and promote best practices and consistent approaches to healthcare congress education.



Connected

IPCAA is an affiliated member of the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) and participates in the Ethics and Business Integrity Committee (eBIC). IPCAA has strong working partnerships with many other industry bodies, associations, and working groups.

4. IPCAA principles

IPCAA provides expertise and guidance through active contribution to industry framework-setting initiatives.

IPCAA advocates on behalf of the pharmaceutical industry and connects them with policy-makers, international medical societies, and congress organisers to facilitate meaningful discussions. IPCAA aims to reinforce and facilitate interactions across the healthcare congress sector, playing an instrumental role in shaping future congress formats and policies.

IPCAA monitors trends and assesses their impact on the congress ecosystem.

Our high-quality research and guidance on congress-related matters are showcased in publications such as the HCP Congress Experience Report and 'Excellence Criteria for International Medical Congresses – An IPCAA Recommendation'.

As an affiliate member of [IFPMA](#), IPCAA is represented in eBIC and is actively involved in various workstreams. IPCAA aligns with and promotes the [IFPMA](#) and European Federation of Pharmaceutical Industries and Association ([EFPIA](#)) Global and European pharmaceutical codes, ethics frameworks, and notes for guidance to ensure the highest standards in medical congress organisation and execution.

Our goals

Enable exchange of ideas and understanding to continually improve standards

Support our members

Build partnerships

Establish a network for the pharma industry and their stakeholders in the context of medical congresses

5. IPCAA membership

We have a growing membership of internationally active, research-based healthcare companies. To become a member or learn more about our offerings, contact the secretariat at secretariat@ipcaa.org or visit www.ipcaa.org.

Please check www.ipcaa.org for the latest version of this document.

IPCAA Secretariat

📍 CH-4000 Basel

🌐 www.ipcaa.org

☎ +41 61 821 31 33

✉ secretariat@ipcaa.org