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2 Objective 目的

This SOP is aimed describing the process to create and maintain the Speaker Pool, to determine the Fair Market Value for speaking/chairing and advisory board services provided by Chinese Healthcare Professionals (HCPs) to Ipsen and ensure compliance with the following laws, regulations, industry codes and internal procedural documents.
本 SOP 旨在描述益普生依据以下法律法规、行业准则以及内部流程性文件而开展的讲者库的设立及维护程序，确定中国 HCP 向益普生提供演讲/主持、顾问委员会服务的公允市场价值。

- The Ipsen Code of Conduct
  益普生行为准则
- The Global Policy on Interactions with External Stakeholders GLB-POL-002
  与外部利益相关者互动交流全球政策 GLB-POL-002
- Local Directive: Interaction with HCPs and HCOs CN-DIR-001
  合规指南：与 HCP 和 HCO 的互动交流
- The Global Anticorruption Policy GLB-POL-004
  全球反腐败政策 GLB-POL-004
- Ipsen Global FMV Tiering Determination SOP
  益普生全球公允市场价值和分级 SOP
- The EU Directive 2001/83/EC
  欧盟指南 2001/83/EC
- The IFPMA, the EFPIA and the PhRMA Codes
  国际药品制造商协会联合会、欧洲制药工业协会联合会及美国医药研究与制造商协会规范
- The FCPA, the UK Anti-Bribery Act, country specific anti-corruption laws and regulations
  反海外腐败法、英国反贿赂反腐败法案，国内相关反腐败法律法规
- Anti-Unfair Competition Law of China
  中国反不正当竞争法
- The RDPAC Code
  外商投资企业协会药品研制和开发行业委员会规范以及
- Other applicable country laws, regulations, and codes.
  其他适用法律、法规、规章及规范

3 Scope 适用范围

This SOP is applicable to:
本 SOP 适用于:

- All activities/events taking place in China or abroad where HCPs whose country of practice is China provide to Ipsen adequate, bona fide services in return for paying Fair Market Value compensation/reimbursement, i.e., to all domestic and cross-border activities.
  执业地在中国的 HCP 向益普生提供充分、真实的服务，并因此取得益普生支付的符合公允市场价值的报酬/报销的发生于中国国内或国外的所有活动/行为，即：适用于所有国内及境外活动。
- All affected employees by this process.
  受上述活动影响的所有雇员。

Out of scope remain the services provided by HCPs which cannot be classified as speaking/chairing services or advisory board services i.e., services provided by HCPs for the conduction of clinical trials and other non-interventional studies. For the avoidance of doubt, if HCPs are engaged for speaking/chairing, advisory board services related to clinical trials, this SOP applies.
在本 SOP 适用范围以外，尚有 HCP 提供的无法归类为演讲/主持服务、顾问委员会服务的其他服务，即：HCP 为开展临床试验和其他非干预性研究而提供的服务。为免疑义，如果聘用 HCP 就临床试验提供演讲/主持、顾问委员会服务，则本 SOP 亦应适用。

This SOP is written in Chinese and English, and both versions shall have the same effectiveness. The unit of the currency mentioned in this SOP is RMB yuan.
本 SOP 以中文和英文两种语言制定，中英文版本具有同等效力。本文中所指的货币单位是人民币元。

4 Requirement 要求

4.1 General Requirements 一般规定

Ipsen may only engage with HCPs when a genuine and legitimate business or scientific need for an insight, advice, tangible work product, presentation, chairing/moderating or for other services is identified, and this need cannot be satisfied by internally available resources or other non-HCP resources. The need/rationale for such a service must be documented.

益普生只有在确定了对见解、建议、有形工作成果、演示、主持会议或其他服务的真正和合法的商业或科学需求时，才可与 HCP 合作，而这种需求不能由内部可用资源或其他非 HCP 资源来满足。必须将此类服务的需求/理由记录在案。

These services must not be used as tactics to communicate on Ipsen strategy and products to the contracted HCP, as an inducement for the contracted HCP to prescribe, recommend, purchase, supply and/or administer any medicine and to collect information on patient cases and/or prescription data from the contracted HCP. They must not be used to:
此类服务不得用作就益普生战略和产品与签约 HCP 进行沟通的业务策略，不得作为签约 HCP 开出处方、推荐、采购、供应或管理任何药物以及从签约 HCP 收集患者病例信息和/或处方数据的诱导，尤其不能用于：

- Encourage someone to use, purchase, order, recommend, prescribe, or provide Ipsen products or reward them for past purchases, orders, recommendations, or prescriptions.
  鼓励某人使用、购买、订购、推荐、开处方或提供益普生产品，或奖励他们过去的购买、订购、推荐或开处方。
- Persuade them to provide Ipsen with an improper business advantage.
  说服他们为益普生提供不正当的商业优势。
- Improve Ipsen’s position within a formulary.
  改善益普生在药品目录中的地位。
- Secure favorable guidelines setting, tender decisions or pricing & reimbursement for Ipsen products.
  为益普生产品制定有利的指导方针、投标决策或定价和报销。
- Build relationships with the hope that they will lead to use of Pharming products or provide Ipsen with an undue business advantage.
  建立关系，希望通过这些关系使用假冒产品或为益普生提供不正当的商业优势。
- Create favor, advocacy, or loyalty for/to Ipsen or Ipsen products.
  为益普生或益普生产品赢得青睐、宣传或忠诚度。
- Increase access to an HCP or to create opportunities for networking or engagement.
  增加联系 HCP 的机会，为建立关系或聘用创造机会。
- Educate, promote, or build awareness for the contracted HCPs on Ipsen products or other messaging.
  在益普生产品或其他信息上宣传、推广或建立对签约 HCP 的认知。
- Select HCPs based on their potential revenue impact to Ipsen.
  根据 HCP 对益普生的潜在收入影响选择 HCP。

Ipsen must engage with the minimum number of qualified HCPs required to address the genuine business or scientific need and must not duplicate the fee-for-service relationships for a need which has already been addressed through previous fee-for-service engagements.
益普生为满足实际的商业或科学需求而聘用的 HCP 须为最低数量的，并且不得为已经通过以前的收费服务项目解决的需求重复收费服务关系。

Ipsen is prohibited from providing any payment to HCPs that does not correspond to a legitimate service provided.
益普生不得向 HCP 提供任何与所提供的合法服务不符的付款。

Appropriate KPIs for fee-for-service activities include:
收费服务活动的适当关键绩效指标包括:

- Quality/usefulness of service received
  所接受服务的质量/有用性
- Service received has satisfied the documented legitimate need for services
  收到的服务已满足记录在案的合法服务需求

Inappropriate KPIs include, but are not limited to:
不适当的关键绩效指标包括但不限于:

- Return on investment in terms of sales from the contracted HCPs
  基于签约 HCP 的销售投资回报率
- Sales increase from the contracted HCPs
  基于签约 HCP 的销售额增加;
- Increase in contracted HCP's awareness of Ipsen products/data
  签约 HCP 对益普生产品/数据的认知提高
- Increase in contracted HCP's willingness to prescribe or favor Ipsen products or to be an Ipsen product advocate
  签约 HCP 对处方或偏好益普生产品，或成为益普生产品倡导者的意愿增强
- Increase in the contracted HCP's engagement or loyalty to Ipsen
  签约 HCP 对益普生的投入度或忠诚度增加
- Involvement in deriving projects related to the services
  参与与服务相关的衍生项目

4.2 Written Contracts, Payment, Evidence, Use of Service and Other Requirements 书面合同、付款、证据、服务使用和其他要求

Whenever there is a genuine need for a fee-for-service relationship, Ipsen must always enter a written contract with the relevant HCP or HCO providing the services of its HCP employees. The purpose of the written contracts is to ensure that
如果确实需要付费服务，益普生必须始终与相关 HCP 或提供 HCP 员工服务的 HCO 签订书面合同。书面合同的目的是确保

1. the relationship between Ipsen and the HCP is transparent to the HCP, internally and to any other party,
   益普生和 HCP 之间的关系对 HCP、内部和任何其他方都是透明的，
2. the payments are strictly related and proportional to the services rendered and related reasonable expenses,
   付款与所提供的服务和相关合理费用密切相关并成比例，
3. the payments do not constitute or cannot be perceived to constitute inducement to prescribe, supply, recommend or purchase Ipsen products,
   付款不构成或不能被视为构成诱导开处方、供应、推荐或采购益普生产品的行为，
4. the payments do not constitute or cannot be perceived as an effort to inappropriately influence a government employee or a member of a formulary committee in the decision-making process in favor of Ipsen products or business and
   支付款项不构成或不能被视为在决策过程中为了支持益生产品或业务不适当地影响政府雇员或药品目录委员会成员，以及
5. the payments do not constitute bribes as required by anti-bribery and anti-corruption laws (e.g., Foreign Corrupt Practices Act (FCPA), The UK Anti-bribery Act (UKBA), Loi Sapin II, Anti-Unfair Competition Law of China) and other local anti-bribery laws and regulations.
   根据反贿赂和反腐败法律（如《反海外腐败法》（FCPA）、《英国反贿赂法》（UKBA）、法国《萨宾 II 法案》以及中国《反不正当竞争法》和其他当地反贿赂法律法规等相关法律的要求，这些款项不构成贿赂。

Provision of services is only allowed once the contract is fully signed, and payment is only allowed after the provision of the services subject to cancellation clauses included in the contract. Payments must never be made in cash or cash equivalent but always through electronic transfer.
仅在合同完全签署后才允许提供服务，并且仅在根据合同中的取消条款提供服务后才允许付款。不得以现金或现金等价物支付，必须通过电子转账支付。

Proof/evidence of the service must always be obtained, verified, and archived, before payment and the use of the service must always be documented.
在付款之前，必须始终取得服务的证明/证据并验证和归档，必须始终将服务的使用记录在案。

Details of the service, title and subject matter, location, date, deliverable timing requirements (if relevant), agreed honoraria fees, time spent, hourly fee (when applicable) and hospitality required in conjunction with the provision of the services must be agreed in advance.
服务的细节、标题和主题、地点、日期、交付物的时间要求(如果相关)、约定的酬劳、花费的时间、每小时费用(如果适用)以及与提供服务相关的招待要求必须事先达成一致。

HCP must ensure that there is no conflict of interest between their role and the provision of the services.
HCP 必须确保其角色和服务的提供之间没有利益冲突。

HCP must ensure that they obtained the professional body/employer's consent, if applicable, in advance of the provision of the services.
HCP 必须确保其在提供服务之前获得专业机构/雇主的同意(如适用)。

HCP's consent must be obtained for any further use of the presentation materials created by the HCP.
对于 HCP 制作的演示材料的任何进一步使用，必须获得 HCP 的同意。

HCP must maintain the confidentiality of data owned by Ipsen or of non-publicly disclosed information (e.g., advisory boards for new research areas or advisory boards prior product launch).
HCP 必须对益普生拥有的数据或非公开披露的信息（例如，新研究领域的顾问委员会或产品上市前的顾问委员会) 保密。

Ipsen must obtain the HCP's consent, if applicable to fulfill any transparency disclosure agreements.
益普生必须获得 HCP 的同意（如果适用）来履行任何透明度披露协议。

Tax requirements or obligations by Ipsen or the HCP must be clearly set forth in advance of the provision of the services, when applicable.
如果适用，益普生或 HCP 的税务要求或义务必须在提供服务之前明确规定。

Any materials used in frame of the service (presentations, hand-outs etc.) must be reviewed and approved in accordance with the applicable SOPs for this type of materials (promotional or non-promotional).
服务框架中使用的任何资料(演示、文字资料等)必须根据适用于此类材料(推广或非推广)的标准操作流程进行审核和批准。

HCPs contracted to provide speaker services must be trained or briefed on the requirements that must be met with regards to the presentation content, meeting content including how to respond appropriately to questions depending on the type of the activity and other rules. This may be done either through a Speaker Training Program or through a Speaker Brief。
必须对签约提供讲者服务的 HCP 进行培训或向其简要介绍演示内容必须满足的要求，会议内容包括如何根据活动类型和其他规则适当回答问题。这可以通过讲者培训项目或讲者简报来完成。

As a general principle, trainings on foreign languages are prohibited. Trainings on soft skills (e.g., presentation skills) are prohibited in frame of any type of Ipsen meeting, unless they are strictly linked to a service expected to be provided to Ipsen and the duration on the soft skills does not represent more than 20% of the entire agenda of the meeting (e.g., during speaker training programs for future speaker services).
作为一条基本原则，禁止外语培训。禁止在任何类型的益普生会议中进行软技能(如演示技能)培训，除非这些培训与益普生预期提供的服务密切相关，并且软技能培训所占的时间比例不超过会议整个议程（例如在为未来讲者服务提供讲者培训的项目期间）的 20%。

4.3 Selection of HCPs 选择 HCP

The selection process of HCPs for service engagement must ensure that HCPs are selected based on their qualifications, skills, and the quality of the service they can provide and not based on their prescribing behaviors or their potential to prescribe.
为服务项目选择 HCP 的流程必须确保 HCP 的选择是基于他们的资格、技能和他们所能提供的服务质量，而不是基于他们的处方行为或他们的开具处方的可能性。

The selection of the HCPs must be made based on the expertise necessary to provide the service, the curriculum vitae, the number of publications, the participation at congresses and other events and advisory board experience. Particularly in the selection of international speakers, past participation at international congresses and other events as speakers and recognized international reputation must be considered.

必须根据提供服务所需的专业知识、简历、出版物数量、参加大会和其他活动的情况以及顾问委员会的经验来选择 HCP。特别是在选择国际讲者时，必须考虑到过去作为讲者参加国际大会和其他活动的情况以及公认的国际声誉。

The number of the HCPs engaged must be not be greater than the number necessary to achieve the identified business or scientific need.
所聘用的 HCP 的数量不得超过实现已确定的业务或科学需求所必需的数量。

When Ipsen Global or other Ipsen entity organizes an activity in another country or engages or invites HCPs from another country (cross-border interaction), the Initiator must verify in advance whether the activity can take place. Before any contact to discuss on the potential interest of an HCP to provide a service or attend a meeting, the Initiator must also consult and comply with the applicable cross-border process and the requirements included in the relevant Country Profile.
当益普生全球或者其他益普生分公司在他国发起一项活动或者邀请他国的 HCP 参加活动时（跨境互动），发起人必须提前核实活动是否可以开展。在首次与 HCP 进行联系并讨论其提供服务或参加会议的潜在兴趣之前，发起人必须咨询并遵守适用的跨境流程和相关《各国概况》中包含的要求。

These criteria need be documented for all interactions. In addition to the selection criteria defined for a specific service, the following considerations must be considered when selecting an HCP to perform a professional service:
需要为所有互动记录下这些标准。除了为特定服务规定的选择标准之外，在选择 HCP 提供专业服务时，还必须考虑以下因素:

- Conflict of interest considerations. As a basic rule, head of public hospital, director and deputy director of pharmacy of public hospitals shall not be invited as speaker in Ipsen organized events and Ipsen sponsored satellite meetings with no fee-for-service can be paid. If there is potential conflict of interest (e.g., HCP is a member of a scientific/administrative committee, deputy head of hospitals who are also practicing HCPs), conflict of interest assessment must be conducted and submitted to Business Ethics to further decide whether this HCP should be engaged for service.
  利益冲突。作为一条基本原则，不得邀请公立医院的院长、药剂科主任、药剂科副主任级别 HCP 作为益普生主办会议及赞助卫星会的讲者并支付讲课费。如果存在潜在的利益冲突(例如，HCP 本人担任科学/行政委员会成员，或兼任医院管理层如副院长职位的临床医生等)，必须在聘请前进行利益冲突评估并提交至商业道德审批以决定是否聘请其提供服务。

- Based on the available information, number of contracts with company and overall value in the last year. Need to vary as much as possible the use of various HCPs with similar profiles.
  根据现有信息，与公司签订的合同数量和上年的总体金额。不应频繁聘请具有相似简历的不同 HCP。

4.4 Honoraria 酬劳

Honoraria are fees paid to HCPs in exchange for a genuine service and must be strictly proportional to the services received.
酬劳是向 HCP 支付的费用，以换取实际的服务，必须与所接受的服务严格成比例。

Honoraria cannot be paid for simple attendance to a meeting or for an activity that is part of the ordinary job of the HCP (i.e., speaking to HCPs in their own department at a hospital).
仅出席会议或参与 HCP 日常工作的活动（即对本科室的 HCP 讲课）不能获得酬劳。

The honoraria must represent no more than what is considered fair market value for the services provided.
酬劳不得超过所提供服务的公平市场价值。

The honoraria must be set forth with specificity in the written contract.
酬劳必须在书面合同中作具体规定。

Ipsen will not pay for any speech/presentation less than 20 minutes.
益普生将不会对短于 20 分钟的任何演讲/演示支付报酬。

For speaking and chairing service during an event, the HCP should not receive two payments for the same time spending during the event, i.e., payment for chairing and payment for speaking. However, if the HCP provided two speeches on different topics during an event that takes over half a day, and both speeches meet the requirements as set in this SOP, this HCP can be paid for both service that he/she provided.
对于一项活动期间提供的演讲和主持服务，HCP 不得就活动期间的同一时间所提供的服务收取两次费用，即：不得同时收取主持费用和演讲费用。但是，如果 HCP 在超过半天的会议期间就不同的主题提供了两次演讲服务，且两次服务都符合本 SOP 的要求，则可以向其分别支付两项服务的费用。

The compensation of the services must be reasonable and based on the Fair Market Value (FMV) as per the Appendix II of the SOP.

服务报酬必须合理，并应按本 SOP 附录 2 的规定依公允市场价值（FMV）确定。

The compensation (before tax) for services under this SOP must not exceed the determined Annual Compensation Cap as per the Appendix II of the SOP.
本 SOP 所涵盖的服务的报酬（含税）不得超过根据附录 2 确定的年度报酬限额。

No Return on Investment (ROI) or other analyses between fee-for-service payments and business generation is permitted.
不允许在付费服务付款和业务收入之间进行投资回报率（ROI）分析或其他分析。

4.4.1 Advisory Board 顾问委员会

The FMV rate is paid in consideration for adequate consulting service rendered by a qualified HCP participant in an advisory board meeting. The participant is required to actively participate in the advisory board and ensure his/her dedication to discussion and provision of consulting services during the meeting. Such payment should include reimbursement/compensation for the value of any tangible and intangible work products provided by the HCP (incl. preparing/reviewing meeting notes and/or work reports, etc.), as well as for the value of preparation (e.g., pre-reading meeting materials and medical literature, etc.) and presentation hours and other time spending of the HCP reasonably associated with the subject matter.
顾问委员会的 FMV 费用系作为顾问委员会会议中有资质的 HCP 参会人员所提供的合格咨询服务的对价而予以支付。参会人员需积极参与顾问委员会的活动，并确保在会议期间全身心地投入会议讨论并提供咨询服务。该笔费用应包括针对以下事项的报销/报酬：HCP 提供的任何有形和无形工作成果（包括准备/审阅会议笔记和/或工作报告等）的价值，以及为准备参会（如预习会议资料和医学文献）、演示而花费的时间以及 HCP 花费的与主题事项合理相关的其他时间的价值。

Within a range of FMV rates appropriate to a Speaker/Consultant Class, a reasonable FMV rate should be determined by Initiating Function by considering the speech/presentation time, the reputation of an HCP in his/her Speaker/Consultant Class, the level and the availability of the expertise, the value of work products as well as the level of the activity.
在讲者/咨询顾问分级所对应的适当 FMV 费用范围内，一笔合理的 FMV 费用应由发起部门通过考量演讲/演示时间、HCP 在其讲者/咨询顾问分级中的声誉、专业技能的水平和可用性、工作成果价值和活动的级别来确定。

For other requirements on Advisory Board Meeting, please refer to CN-DIR-001 Interactions with HCPs/HCOs.

顾问委员会会议的相关要求，参照《CN-DIR-001 合规指南：与医疗卫生专业人士、医疗卫生专业机构的互动指南》。

4.4.2 Consultancy 咨询顾问

Consultancy under this SOP is the advice/consulting service that an HCP provides to Ipsen during a short meeting because of his/her prior preparation for this advice/consulting service. Proof of this advice/consulting service must be always documented.
本 SOP 项下的咨询顾问是指在 HCP 就建议/咨询服务进行准备后召开的简短会议中该 HCP 向益普生提供的建议/咨询服务。有关该等建议/咨询服务的证明文件必须存档记录。

Consultancy under this SOP can only be arranged by the R&D department, Innovation Hub or Medical department for specific purposes. On a few occasions where a Business Unit has business need to engage an HCP Consultant to provide consulting services in this category, Ipsen China GM's approval in addition to the review and approval of the Head of the Initiating Function are required, including documentation of the basis and/or justification supporting such arrangement.
本 SOP 项下的咨询顾问只能由研发、创新中心 Innovation Hub 或医学部出于特定目的予以安排。在个别情况下，如业务部门基于业务需求而需聘用某一 HCP 作为咨询顾问提供本分类下的咨询服务，则该等聘用安排除需经发起部门负责人审查和批准之外，也需经益普生中国总经理批准，包括对作出该等安排的依据和/或合理理由进行存档记录。

The FMV rate is paid in consideration for adequate consulting service rendered by a qualified HCP Consultant in an activity. The Consultant should be fully dedicated to the subject matter and provide valuable consultancy for Ipsen. Such payment should include reimbursement/compensation for the value of any tangible and intangible work products provided by the HCP, as well as for the value of preparation (e.g., researching, pre-reading relevant materials and medical literatures, etc.) and presentation hours and other time spending of the HCP reasonably associated with the subject matter.
FMV 费用系作为活动期间有资质的 HCP 咨询顾问提供的合格咨询服务的对价而予以支付。咨询顾问应全身心地投入到主题事项之中，并为益普生提供有价值的咨询。该笔费用应包括针对以下事项的报销/报酬：HCP 提供的任何有形和无形工作成果的价值，以及为准备（如研究、预习相关资料和医学文献）、演示而花费的时间以及 HCP 花费的与主题事项合理相关的其他时间的价值。

Below the maximum limits, a reasonable FMV rate should be determined by Initiating Function by considering the reputation of an HCP in his/her Speaker/Consultant Class, the level, and the availability of the expertise as well as the value of work products.
在最高限额内，一笔合理的 FMV 费用应由发起部门通过考量演讲/演示时间、HCP 在其讲者/咨询顾问分级中的声誉、专业技能的水平与可用性、工作成果价值及活动的级别来确定。

4.5 Prohibited practices in relation to fee-for-service relationships with HCPs 涉及与 HCP 的付费服务关系的禁止行为

Asking for a consultation to share data with HCP without intending to receive, and incorporate, meaningful feedback and advice.
把寻求咨询作为与 HCP 分享数据的途径，而无意接受或吸纳建设性反馈和咨询。

Using a pre-launch speaker training to raise brand awareness prior to the Marketing Authorization of a product or indication.
在产品或适应症的上市许可之前，使用上市前讲者培训来提高品牌认知度。

Seeking advice on a topic that has already been addressed through another consultancy service unless for a differentiated business or scientific need.
咨询关于已通过另一咨询服务解决的问题，除非是出于不同的业务或科学需求。

Engaging with an HCP to form or enhance the relationship with that HCP.
聘用 HCP 以便与该 HCP 建立或增进关系。

Selecting an HCP to either induce the HCP to prescribe more Ipsen products or reward the HCP for past prescribing efforts or based on ROI analysis.
选择 HCP 是为了促使 HCP 开出更多益普生产品处方，或奖励 HCP 过去开具处方的行为，或是基于投资回报率分析而做出的选择。

Selecting an HCP based on their status as a government employees or his/her role as a member of a formulary or pricing/reimbursement committee for the purpose of influencing their decision-making with respect to Ipsen products.
选择 HCP 是基于其作为政府雇员的身份或其作为药品目录或定价/报销委员会成员的身份，目的是影响其关于益普生产品的决策。

4.6 Other Process Requirements 其他流程性规定

Ipsen China HCP Speaker Pool is in COPAM system and is owned and maintained by Speaker Admin.
益普生中国 HCP 讲者库位于 COPAM 活动管理系统，并由指定的讲者库管理员负责维护和管理。

All the supporting documents related to this SOP, including relevant information of speaker and required approval, should be uploaded and archived in COPAM system.
所有与本流程相关支持文件，包括讲者相关信息资料及所要求的批准，均应上传并于 COPAM 系统存档。

The annual limit of honoraria for HCP speakers are pre-set in COPAM system. Before contracting the HCP for any speaking service, the initiator must ensure that the limit is not exceeded. For cross-border activities, as the initiator may not be from Ipsen China, the Local Transparency Manager must check in COPAM system the residual amount of speaker fee.
HCP 讲者年度付费限额预先设置于 COPAM 系统中。在与 HCP 签订劳务协议之前，活动的发起人必须确保不会超过年度付费限额。对于跨境活动，由于发起人可能在益普生境外，当地透明度管理员（LTM）必须实现核实在 COPAM 系统中剩余的额度。

Payment must be performed after the provision of the agreed services and Initiating Function's submission of payment request to the financial department. When applying for payment, Initiating Function must provide the signed agreement, a copy of ID card of the HCP, and the certification materials about the HCP providing services, including on-site service photos, videos, etc. Honoraria must be paid via bank transfer and must not be made in cash.
付款应在服务履行完毕且发起部门向财务部提出付款申请后进行。发起部门申请付款时，必须同时向财务部提供已签订的协议、HCP 身份证复印件一份以及 HCP 提供服务的证明，包括清晰的现场服务照片或视频等。酬劳需通过公司银行转账支付。不允许使用现金支付。

For any scientific event organized by Ipsen China, the percentage between the number of speakers and chairmen versus other attendees must not exceed 1:3; for Somatuline, the percentage limit is 1:2.
对于任何益普生中国主办的科学活动，讲者与主席的数量与其他 HCP 参会人的比例不得大于 1：3。对于索马杜林，该限制为 1：2。

Chairman role should be assumed by one of the speakers. If no speaker could fulfill the responsibility as the chairman, one chairman can be set for the occasion with 2 and more speakers. No more than 2 chairmen can be invited for any meeting that last more than half a day, and each chairman must be responsible for chairing different sessions.
讲者应当兼任主席，如果讲者无法满足主席职责要求，在有两名及以上讲者的前提下，可以设置一名主席。半天以上的会议可以邀请不超过 2 名主席，且必须承担不同分段的主席职责。

No honorarium should be paid to HCPs that provide commenting service only.
不得向仅提供点评服务的 HCP 支付讲课费。

The total discussion time for panel discussions at Ipsen events must be reasonable to ensure sufficient discussion.
在益普生主办会上设置得圆桌讨论环节的时长必须合理，以确保充分的讨论时间。

If any of the following (but not limited to) situation occurs, the speaker will be dis-qualified from the Speaker Pool:
如果发生以下（但不限于此）任何一种情况，讲者将被从讲者库取消资格:

1. The speaker has not provided any professional service to Ipsen China within two years of addition in the Speaker Pool
   在加入讲者库两年内，该讲者未向公司提供任何专业服务
2. After verification, it was found that there were inconsistencies or errors in the information about the speaker's qualifications
   经过核实，发现有关讲者资质的信息存在前后不一致或者错误
3. Due to health or legal issues, the speaker could not fulfill the duty as a speaker
   讲者因为健康原因或者法律原因而无法履行讲者职责
4. The speaker did not perform his duties per the provisions of the service contract
   讲者未根据服务协议的规定履行其职责
5. The speaker requested termination as speakers to provide professional services to Ipsen China
   讲者主动要求终止作为讲者向益普生中国提供专业服务

5 Process 过程

5.1 Speaker Tiering Criteria 讲者/咨询顾问分级标准

Before the determination about whether an HCP is qualified to be a speaker/consultant, his/her capacity of speaking/consulting service must be assessed from the history of personal

cooperation, familiarity degree with products, speaking capacity, presentation capacity, reputation, and other aspects.
在确定一名 HCP 是否具备作为讲者、咨询顾问的资质之前，需首先从之前与其合作的历史、HCP 对产品的熟悉程度、讲课能力、演讲展示能力以及公众声誉等方面确定其具备提供讲课、顾问服务的能力。

Then, the Speaker/Consultant's level must be determined as per the Speaker/Consultant Tiering Criteria (Appendix I).
其次，需根据益普生中国 HCP 讲者/咨询顾问分级标准（附录 A）确定该讲者/咨询顾问的级别。

5.2 Process for Maintenance of Chinese Hcp Speaker/Consultant Pool 中国 HCP 讲者/咨询顾问库维护流程

5.2.1 Application 申请

Initiator **申请人**	Initiator must submit the application for adding Speaker/Consultant in COPAM system according to actual business need, upload speaker CV and advise speaker/consultant level according to Speaker/Consultant Tiering Criteria (Appendix I), Speaker/Consultant CV Template (Form I), 申请人须根据真实的业务需求，在 COPAM 系统中提交讲者、咨询顾问新增申请，并根据《分级评估标准》、《讲者简历模板》（表格 1）填写相关内容、上传讲者简历、建议讲者/咨询顾问的级别。 Note: 注： 1. Applicant should be user of COPAM system, including Marketing department, Hospital affairs department, Medical Affairs department, R&D, Market Access etc. 申请人应当是 COPAM 系统用户，包括市场部、医院事务部、医学部等。 2. Applicant should be responsible for the authenticity and integrity of speaker profile. Applicant should timely update CV of the speaker/consultant he/she is responsible for. 申请人应对讲者资料的真实性、完整性负责。申请人应当及时更新所负责的讲者/咨询顾问简历。

5.2.2 Verification of Speaker/Consultant Profile 讲者/咨询顾问资料核实

Speaker/Consultant Pool Admin **讲者/咨询顾问库管理员**	Speaker/Consultant Pool Admin must review the authenticity and integrity of speaker profile which is filled in the system by applicant on a timely basis and determine the level of speaker/consultant according to Speaker/Consultant Tiering Criteria. 讲者/咨询顾问库管理员定期对申请人在系统中填写的讲者资料进行的真实性、完整性进行审核。并根据《分级评估标准》确定改讲者/咨询顾问的级别。 Note: 注: 1. Speaker profile review can be performed by Speaker/Consultant Pool Admin and can also be performed by engaging a third party. The verification results are recorded in COPAM system. 讲者资料审核可以由讲者/咨询顾问库管理员完成，亦可以聘请外部第三方完成。核实结果记录于 COPAM 系统中。 2. If having questions on the authenticity and integrity of speaker information submitted by applicant, Speaker/Consultant Pool Admin shall have the right to refuse the application for speaker/consultant addition. 如对申请人上传的讲者审核资料的真实性、完整性有疑问，讲者/咨询顾问库管理员有权拒绝讲者/咨询顾问新增申请。

5.2.3 Creation of Speaker/Consultant Profile in Copam 在 COPAM 系统中的讲者/咨询顾问资料创建

Speaker Pool Admin **讲者/咨询顾问库管理员**	After the completion of approval of speaker/consultant addition, COPAM system automatically generates speaker/consultant number, and matches with the supplier number in financial payment system. 在讲者/咨询顾问的新增审批完成后，COPAM 系统自动生成讲者/咨询顾问编号，并与财务付款系统中的供应商编号进行匹配。 There is only one number for one speaker/consultant. If the speaker/consultant is disqualified according to the process, the number will be invalid at the same time, and can't be reassigned to newly added speaker/consultant.

	一名讲者/咨询顾问只得对应一个编号。如该讲者/咨询顾问按照流程被取消资格，该编号同时失效，且不得被重新分配给新增的讲者/咨询顾问。

5.2.4 Deletion of Speaker/Consultant in COPAM COPAM 系统中的讲者/咨询顾问资料删除

Speaker Pool Admin **讲者/咨询顾问库管理员**	If there are situations of deletion of speaker/consultant mentioned in "General Requirements" of this SOP: 如出现本规程"一般规定"部分中应将讲者/咨询顾问取消资格的情况: 1. If it's applicable to situation 1, COPAM system will ban the speaker's qualifications automatically. Applicant needs to restart the speaker application process. 如适用于情形 1，COPAM 系统自动将讲者资质封禁。申请人需要重新开始讲者申请流程。 2. If it's applicable to situation 2-5, after the confirmation by Business Ethics department of Ipsen China, Speaker/Consultant Pool Admin disqualifies the speaker/consultant and submits relevant supporting documents. If it's necessary to add the speaker/consultant into Speaker/Consultant Pool again, the addition and approval process should be restarted. Meanwhile, for situation 3-5, the same HCP must not be added in the Speaker/Consultant Pool within 1 year after being disqualified. 如适用于 4.6 情形 2-5，讲者/咨询顾问库管理员在得到益普生中国商业道德部门确认后，在 COPAM 系统中将讲者/咨询顾问资质取消，并上传相关支持文件。资质被取消后，如需将该名讲者、咨询顾问再次加入讲者、咨询顾问库，则应当重新开始新增和审批流程。此外，对于 4.6 的情形 3-5，该 HCP 不得在被取消资格后的 1 年内重新加入讲者/咨询顾问库。

6 Roles and Responsibilities 角色与责任

Role 角色	Responsibilities 职责
Initiator 发起方	• Identifies the need for engagement with an HCP。 确定有关聘用 HCP 的需求 • Fills in the Speaker/Consultant Information Forms with correct and accurate data and upload related documents in COPAM. 将准确无误的数据填入《讲者/咨询顾问简历模板》并在 COPAM 系统中上传相关支持文件。 • Determines the FMV rate in accordance with the Appendix of this SOP. 根据本 SOP 附录确定 FMV 费用。 • Complies with the requirements and the processes described of this SOP and other applicable procedural documents. 遵守本 SOP 以及其他适用的程序性文件所载之规定以及程序。 • Contacts the Local Transparency Manager to receive the FMV rate and ensures that the local requirements are satisfied (Initiator from affiliate outside China for cross-border activities). 联系 LTM 以确认 FMV 费用，并确保本地要求已获满足（境外活动中发起人是中国境外的关联方时）。 • Update the Speaker/Consultant Profile at least every 2 years to ensure the accuracy of the information. 至少每 2 年更新讲者信息，以确保信息的准确性。
讲者/咨询顾问库管理员 Speaker/Consultant Pool Admin	• Reviews application document submitted by applicant dutifully according to relevant regulations of this SOP. 根据本规程相关规定，对申请人提交的申请文件开展尽职审查 • Requires applicant to verify information or provide other supporting information based on the review. 基于所进行的审查，要求申请人核实信息或提供其他支持信息 • Explains the assessment results of application document in the review process aiming at questions raised by any relevant person participating in the speaker management process. 针对参与讲者管理流程的任何相关人员所提出的疑问，说明在审核过程中对申请文件的判断结果

Role 角色	**Responsibilities 职责**
	• Operates the disqualification of Speaker/Consultants in the system according to this SOP. 根据本 SOP 的规定，在系统中进行取消讲者、咨询顾问资格的操作 • Timely reminds applicant to update speaker profile every 2 years. 及时提醒申请人以每两年为频率进行讲者信息的更新。
LTM 当地透明度负责人	• Acts as the local contact point for cross-border engagements. 作为境外聘用安排的本地联系人 • Verifies the Speaker/Consultant Class and compliance with Annual Compensation Cap. 核实讲者/咨询顾问分级，以及年度报酬限额的合规情况。 • Provides contract template, FMV rate and local compliance requirements as well as confirmation that the local requirements are satisfied. 提供合同模板、FMV 费用以及本地合规要求，以及确认满足本地要求。
Country Medical Head 医学部负责人	• Defines the local tailored Tiering Methodology and provides training on Tiering Methodology together with the SOP owner 与本 SOP 负责人共同确定本地特定的讲者分级标准、提供关于分级标准的培训。
SOP Owner SOP 负责人	• Handles any questions on the content of the SOP as first point of contact. 作为第一联系人处理与本 SOP 内容有关的任何问题。 • Updates the SOP per internal and external requirements. 根据内外部要求更新本 SOP。 • Remains updated with the evolution of local etc. external rules and requirements that may impact the SOP's relevant area. 保持对可能影响本 SOP 相关领域的本地规则等外部规则及要求的发展情况进行更新。 • Ensures training is delivered and maintains training records. 提供培训并维护培训记录。

7 Definitions 定义

Term 术语	Definition 定义
HCP 医疗卫生专业人士	Any member of the medical, dental, pharmacy or nursing professions or any other person who during his or her professional activities may prescribe, recommend, purchase, supply, or administer a pharmaceutical product. (RDPAC Code 2015) 医疗、牙科、药剂或护理领域中的专业人员，或其他任何在其专业活动中可能开具药品处方或推荐、采购、供应药品或将药品用于病人的人员。（RDPAC 准则，2015 年版）
FMV 公允市场价值	Fair Market Value ("FMV"): The price that would be agreed upon between a reasonable buyer and a reasonable seller and which is comparable to that which is ordinarily paid for the service or space by parties in arms-length transactions, who are not able to refer business to one another. 公允市场价值("FMV")：合理的买卖双方同意的价格。该价格可与在正常交易中由相关方 (不得互相委托业务) 支付的服务或空间价格相比较。
Initiating Function 发起人	Function which has the genuine and legitimate scientific or business need to engage HCPs for an insight, advice, tangible work product, presentation, chairing and other consulting services. This function may be a Business Unit, Marketing, Medical, Market Access, Public Affairs and Corporate Communication, R&D, etc. 具有真实、合法的科学或者业务方面的需求以聘用 HCP 提供意见、建议、有形工作成果、演讲、主持或者其他顾问服务的部门。该部门可能为某一事业部、市场部、医学部、市场准入、创公共事务与企业沟通、研发部等。

8 Reference 参考资料

- The Ipsen Code of Conduct
  益普生行为准则
- The Global Policy on Interactions with External Stakeholders GLB-POL-002
  与外部利益相关者互动交流全球政策 GLB-POL-002
- Local Directive: Interaction with HCPs and HCOs CN-DIR-001
  合规指南：与 HCP 和 HCO 的互动交流
- The Global Anticorruption Policy GLB-POL-004
  全球反腐败政策 GLB-POL-004

- Ipsen Global FMV Tiering Determination SOP
  益普生全球公允市场价值和分级 SOP
- The EU Directive 2001/83/EC
  欧盟指南 2001/83/EC
- The IFPMA, the EFPIA and the PhRMA Codes
  国际药品制造商协会联合会、欧洲制药工业协会联合会及美国医药研究与制造商协会规范
- The FCPA, the UK Anti-Bribery Act, country specific anti-corruption laws and regulations
  反海外腐败法、英国反贿赂反腐败法案，国内相关反腐败法律法规
- Anti-Unfair Competition Law of China
  中国反不正当竞争法
- The RDPAC Code
  外商投资企业协会药品研制和开发行业委员会规范以及
- Other applicable country laws, regulations, and codes.
  其他适用法律、法规、规章及规范

9 APPENDICES 附录

The below Appendix may be changed independently of this SOP without requiring review and approval of the entire SOP but only of the updated appendix.

以下附录可基于更新的附录更改，无需获得整个 SOP 审批。

Appendix Identification Number **附录编码**	**Appendix Name** **附录名称**
Appendix A **附录 A**	Speaker Tiering Criteria 讲者分级标准
Appendix B **附录 B**	Fair-Market-Value (FMV) and Annual Compensation Cap 公允市场价值（FMV）和年度报酬限额
Appendix C **附录 C**	Hourly Fee for service in International Level Event 国际级别会议中的服务小时费率
Appendix D **附录 D**	Briefing to Speakers 讲者简报

10 FORMS AND TEMPLATE 表格与模板

The below forms and templates may be changed independently of this SOP without requiring review and approval of the entire SOP but only of the updated form.

以下表格可在本 SOP 之外单独予以修订，修订后的表格仅需就其修订内容获得审查与批准，无需再对本 SOP 全文进行审查与批准。

Form Identification Number **表格编码**	**Form name** **表格名称**
Form I 表格 1	Speaker CV Template 讲者简历模板

11 CONTACT INFORMATION 联系信息

Direct questions about this document must be addressed to the author and the Business Ethics Officer of the respective country or function.
有关本文件的直接问题必须向作者和各自国家或职能部门的商业道德官提出。

DOCUMENT HISTORY 文档历史记录

Version 版本	Effective date 生效日期	Modification of previous version 对上一版本更改
1.0	2015-09-01	The first promulgation. 第一次颁布。
2.0	2018-08-01	The second promulgation. speaker / consultant tiering process and criterial, basic requirements are revised. 第二次颁布。修改讲者分级流程和标准，基本要求等内容。
3.0	2022-02-01	The third promulgation. Revised in accordance with global procedural documents and deleted consulting service-related requirements. 第三次修订。根据全球相关流程文件进行了更新，并删除了咨询服务相关的章节。

Appendix A: Speaker Tiering Criteria

附录 A :讲者分级标准

Tiering Criteria **分级标准**	**National Level** **(At least two tiering criteria must be met)** **国家级** **（至少满足两项分级标准）**	**Regional Level** **(At least two tiering criteria must be met)** **区域级** **（至少满足两项分级标准）**	**Local Level** **(At least one tiering criterion must be met)** **城市级** **（至少满足一项分级标准）**
Title **职称**	• Senior professional title or above in university or medical academic research institution (e.g. professor, director, investigator, academician in university or medical academic research institution) or 大学或医学学术科研机构高级职称资格及以上（如大学或医学学术科研机构的教授、主任、研究员、院士等）或 • Senior professional title or above in hospital (e.g. chief physician in hospital, etc.) or 医院高级职称资格及以上（如医院主任医师等）或 • Associate senior professional title or above in level A tertiary hospital (e.g. associate chief physician, etc.)	• Associate senior professional title or above in university or medical academic research institution (e.g. associate professor, deputy director, associate investigator in university or medical academic research institution) or 大学或医学学术科研机构副高职称资格及以上（如大学或医学学术科研机构的副教授、副主任、副研究员等）或 • Associate senior professional title or above in hospital (e.g. associate chief physician in hospital, etc.) 医院副高级职称资格及以上（如医院副主	• Intermediate professional title or above (e.g. university lecturer, doctor-in-charge, nurse-in-charge, technologist-in-charge in hospital, etc.) or 中级职称资格及以上（如大学讲师、医院主治医师、主管护师、主管技师等）或 • Assistant investigator or above in medical academic/research institution 医学学术/科研机构助理研究员资格及以上

Tiering Criteria **分级标准**	**National Level** **(At least two tiering criteria must be met)** **国家级** **（至少满足两项分级标准）**	**Regional Level** **(At least two tiering criteria must be met)** **区域级** **（至少满足两项分级标准）**	**Local Level** **(At least one tiering criterion must be met)** **城市级** **（至少满足一项分级标准）**
	三级甲等医院的副高职称资格及以上（如副主任医师等）	任医师）	
Academic Achievement **学术成就**	• Published article frequently (no less than 6 pieces within the last 7 years) in international journals whose impact factor ≥ 1 or domestic core journals as main author (e.g. the first author, corresponding author, etc.) or 作为主要作者（如第一作者、通讯作者等）在影响因子大于等于 1 的国际期刊，或者国内核心期刊上频繁发表文章（过去 7 年之内不少于 6 篇）或 • Participated in international multi-center clinical studies or obtained national level scientific research fund projects as principal investigator (no less than 3 times within the last 7	• Published article frequently (no less than 3 pieces within the last 7 years) in international journals whose impact factor ≥ 1 or domestic core journals as main author (e.g. the first author, corresponding author, etc.) or 作为主要作者（如第一作者、通讯作者等）在影响因子大于等于 1 的国际期刊，或者国内核心期刊上频繁发表文章（过去 7 年之内不少于 3 篇）或 • Participated in multi-center clinical studies or obtained national level scientific research fund projects as principal	• Published article frequently (no less than 1 piece within the last 7 years) in domestic core journals as main author (e.g. the first author, corresponding author, etc.) or 作为主要作者（如第一作者、通讯作者等）在国内医学期刊上发表文章（过去 7 年之内不少于 1 篇）或 • Participated in multi-center clinical studies or obtained provincial level scientific research fund projects as principal

Tiering Criteria **分级标准**	**National Level** **(At least two tiering criteria must be met)** **国家级** **（至少满足两项分级标准）**	**Regional Level** **(At least two tiering criteria must be met)** **区域级** **（至少满足两项分级标准）**	**Local Level** **(At least one tiering criterion must be met)** **城市级** **（至少满足一项分级标准）**
	years) or 作为主要研究者，领导或参加过国际多中心临床研究，或获得国家级科研基金项目（过去 7 年之内不少于 3 次）或 • Received national level science and technology achievement award 获得过国家级科技成果奖	investigator (no less than 1 time within the last 7 years) 作为主要研究者，领导或参加过多中心临床研究，或获得国家级科研基金项目（过去 7 年之内不少于 1 次）	investigator (no less than 1 time within the last 7 years) or 作为主要研究者，领导或参加过多中心临床研究，或获得省级科研基金项目（过去 7 年之内不少于 1 次）
Speaking Experience **演讲经历**	• Made speech or chaired meeting in the third party national or international academic conferences (no less than 6 times within the last 7 years) 在第三方国家级或国际级学术会议上做会议演讲或主持会议（过去 7 年之内不少于 6 次）	• Made speech or chaired meeting in the third party provincial academic conferences (no less than 3 times within the last 7 years) 在第三方省级学术会议上做会议演讲或主持会议（过去 7 年之内不少于 3 次）	• Made speech or chaired meeting in the third party local academic conferences (no less than 3 times within the last 7 years) 在第三方市级学术会议上做会议演讲或主持会议（过去 7 年之内不少于 3 次）

Tiering Criteria **分级标准**	**National Level** **(At least two tiering criteria must be met)** **国家级** **（至少满足两项分级标准）**	**Regional Level** **(At least two tiering criteria must be met)** **区域级** **（至少满足两项分级标准）**	**Local Level** **(At least one tiering criterion must be met)** **城市级** **（至少满足一项分级标准）**
Position in Association **协会任职**	• Core member (e.g. chairman, vice chairman, committee member, secretary general, etc.) of headquarters of national level medical professional associations or medical associations (e.g. CMA, CMDA, etc.) within the last 7 years or 在过去 7 年之内，国家级医学相关的专业协会或医学学会（如 CMA, CMDA 等）总部的核心成员（如主委、副主委、委员、秘书长等）或 • Core member (e.g. director of editorial department, editorial board member or above) of international journals (impact factor ≥ 1) or domestic core journals within the last 7 years 在过去 7 年之内，国际期刊（影响因子大于等于 1）或者国内核心期	• Core member (e.g. chairman, vice chairman, committee member, secretary general, etc.) of headquarters of provincial level medical professional associations or medical associations, or core member (e.g. chairman, vice chairman, committee member, secretary general, etc.) of regional branch of national level medical professional associations or medical associations (e.g. CMA, CMDA, etc.) within the last 7 years or 在过去 7 年之内，省级医学相关的专业协会或医学学会总部的核心成员（如主委、副主委、委员、秘书长等），或者国家级	• Core member (e.g. chairman, vice chairman, committee member, secretary general, etc.) of headquarters of local level medical professional associations or medical associations, or core member (e.g. chairman, vice chairman, committee member, secretary general, etc.) of local branch of national level medical professional associations or medical associations (e.g. CMA, CMDA, etc.) within the last 7 years 在过去 7 年之内，市级医学相

Tiering Criteria **分级标准**	**National Level** **(At least two tiering criteria must be met)** **国家级** **（至少满足两项分级标准）**	**Regional Level** **(At least two tiering criteria must be met)** **区域级** **（至少满足两项分级标准）**	**Local Level** **(At least one tiering criterion must be met)** **城市级** **（至少满足一项分级标准）**
	刊的核心成员（如编辑部主任、编委会成员及以上）	医学相关的专业协会或医学学会（如 CMA, CMDA 等）区域分会的核心成员（如主委、副主委、委员、秘书长等）或 • Editor of international journals (impact factor ≥ 1) or domestic core journals within the last 7 years 在过去 7 年之内，国际期刊（影响因子大于等于 1）或者国内核心期刊的编辑	关的专业协会或医学学会总部的核心成员（如主委、副主委、委员、秘书长等），或者国家级医学相关的专业协会或医学学会（如 CMA, CMDA 等）市级分会的核心成员（如主委、副主委、委员、秘书长等）

Appendix B: Fair Market Value and Annual Compensation Limit

附录 B：公允市场价值（FMV）和年度报酬限额

Currency: RMB YUAN

货币单位：人民币元

Speaker Level **讲者** **分级**	**Speaking and Chairing** **Every speech/activity** **演讲/主持** **每场演讲/活动**	**Advisory board** **Every half day** **顾问委员会** **每半天**	**Annual compensation limit (tax included)** **年度服务费限额（含税）**
National Level（Tier 1） 国家级	2000-3000	3000-5000	60,000
Regional Level（Tier 2） 区域级	1000-2000	2000-4000	60,000
Local Level（Tier 3） 城市级	800-1500	Not Applicable 不适用	30,000

Note: the FMV per tier of Speaker is in line with the FMV calculation method in Ipsen Global FMV_Tiering Determination SOP as well as local practices. It has applied the stricter rule.

注：该表参照了《益普生全球公允市场价值和分级决定 SOP》中的 FMV 计算方法和当地习惯，并保持了两者中更严的标准。

Appendix C : Hourly Fee for service in International Level Event

附录 C： 国际级别会议中的服务小时费率

Currency : RMB YUAN

货币单位：人民币元

Speaker Level **讲者级别**	**Minimum Hourly Fee** **小时费率最低额**	**Maximum Hourly Fee** **小时费率最高额**
National Level 国家级	1,520	1,880
Regional Level 区域级	1,170	1,520

Appendix D : Briefing to Speakers

附录 D：讲者简报

Thank you for agreeing to participate as a speaker at an Ipsen event. As a speaker, your knowledge and expertise are of great value to the event, and we appreciate you giving up your time to help us run an interesting and engaging programme.
感谢您同意作为讲者参加益普生活动。作为讲者，您的知识和专业技能对本次活动具有非凡价值，我们感谢您抽出时间来帮助我们开展一场有趣而引人入胜的活动。
Ipsen has put together this Speaker Brief to set out guidance with respect to how the speaker services should be delivered as per the Ipsen's policies and procedures which apply to Ipsen-sponsored presentations.
益普生整理了这份讲者简介，旨在阐明如何根据适用于益普生赞助的演讲的益普生政策和程序提供讲者服务。

PRIOR TO YOUR PRESENTATION :
演讲之前：
Consistent with Ipsen's commitment to ethics and compliance and conducting business and promotion in a truly ethical manner, presentations sponsored by Ipsen need to comply with all applicable laws, regulations and professional codes of the pharmaceutical industry. Accordingly, your presentation may need to be reviewed by Ipsen prior to the event. Ipsen will notify you in advance if such review is necessary.
根据益普生对道德和合规以及以真正符合道德的方式开展业务和推广的承诺，益普生赞助的演讲需要遵守制药行业的所有适用法律、法规和专业准则。因此，在活动之前，您的演讲内容可能需要经益普生审核。如有必要进行审核，益普生将提前通知您。
You may use in your presentation Ipsen's pre-approved materials which include clinical and scientific data and slide sets. These materials are available on request from your Ipsen contact.
您可以在演讲中使用益普生预先批准的材料，包括临床和科学数据以及幻灯片。这些材料可向您的益普生联系人索取。
Please refer to the following section "*During Your Presentation*" for the rules that apply to the content of your presentation, if you are requested to develop your own presentation materials.
若您需要自己编制演讲材料，请参考以下*"演讲期间"*部分，了解适用于您的演讲内容的规则。

DURING YOUR PRESENTATION:
演讲期间：
As attendance is based on the advertised programme, it is therefore important that the title of your presentation is exactly as it appears in the event agenda.
由于出席情况是基于预先发布的议程，因此您的演讲标题必须与活动日程中显示的标题完全一致，这一点非常重要。
Ipsen is dedicated to promoting transparency by providing a clear view to all its stakeholders of its interactions with healthcare professionals and healthcare organizations. In furtherance to

this commitment, you should make clear and declare to the audience any relevant interests including your sponsorship by Ipsen. Your presentation should be clearly and prominently labelled as "Sponsored by Ipsen" or "Supported by Ipsen" or any other similar language with the same effect.
益普生致力于通过向所有利益相关方提供其与医疗卫生专业人员和医疗卫生专业组织互动的内容来提高透明度。为履行该承诺，您应向观众阐明并声明任何相关利益，包括益普生对您的赞助。您的演讲应清晰醒目地标记"益普生赞助"或"益普生支持"或任何其他具有相同效果的类似文字。
The following are other general requirements that should apply to your presentation:
以下是适用于您的演讲的其他一般要求：

- Your presentation must not infringe intellectual property rights.
  您的演讲不得侵犯知识产权。
- Your presentation must be in good taste and not capable of causing offence to members of the audience.
  您的演讲必须得体，不能冒犯听众。
- All information, claims and comparisons about Ipsen or competitor products must be:
  关于益普生或竞争对手产品的所有信息、声明和比较必须：
    - Accurate, balanced, fair, objective and unambiguous.
      是准确、平衡、公正、客观、明确的。
    - Up to date.
      是最新的。
    - Capable of substantiation.
      是能够被证实的。
    - Referenced (generally the primary reference should be cited).
      附有参考（一般应引用主要参考资料）。
    - Brand names of competitor products must not be used in presentations unless the prior consent of the companies concerned has been obtained. In practice, this means that the use of brand names of non-Ipsen products should be avoided.
      除非事先获得相关公司的同意，否则不得在演讲中使用竞争对手产品的品牌名称。实际上，这意味着应避免使用非益普生产品的品牌名称。
- Ipsen's competitors and their products must be discussed in a fair, balanced and accurate manner.
  必须以公平、公正和准确的方式讨论益普生的竞争对手及其产品。

Additional requirements in the context of promotional events:
推广活动中的附加要求：
Where the purpose of the event is to promote Ipsen products, statements about that product must only relate to its on-label indications as licensed in the country where the event takes

place for national events, or as licensed in the countries of practice of the audience for international events. Your Ipsen contact can address any questions you may have about the list of licensed indications.
如果活动的目的是推广益普生产品，则关于该产品的声明必须仅涉及其在国内活动举办国家获得许可、或在国际活动的观众所在的国家获得许可的经批准的适应症。您的益普生联系人可以解答您对许可适应症清单的任何疑问。
Presentation of unlicensed products, indications, data or information is prohibited.
禁止展示未经许可的产品、适应症、数据或信息。
If during a promotional event, you receive an unsolicited question about an unlicensed product or indication, you need to respond that this question cannot be addressed during the event and that the question will be re-directed to Ipsen for further response by Ipsen's Medical Information department.
如果在推广活动期间，您收到关于未经授权的产品或适应症的自发问题，您需要回答，若该问题在活动期间无法解决，将会转交给益普生，由益普生的医疗信息部门作进一步的答复。
If your presentation has references and claims about an Ipsen product, the product characteristics or the abbreviated prescribing information of the product must be included in the presentation. In some countries, you may also be required to include a statement regarding adverse event reporting. Ipsen will provide you with the relevant information that is required.
如果您的演讲中包含关于益普生产品的参考资料和声明，则演讲必须包含产品特性或产品的简要处方信息。在某些国家，您可能还需要纳入关于不良事件报告的声明。益普生将向您提供所需的相关信息。

Additional requirements in the context of non-promotional events:
非推广活动的附加要求：

Where the purpose of the event is *not* to promote Ipsen products but rather, to enable a legitimate exchange of scientific information, unlicensed indications or information may be discussed either as a response to a prior specific request for such information, or as a response to an unsolicited question during the event or during a satellite symposium at a reputable international or national congress. Such discussions must be done in a fair, balanced manner and appropriate to the event content. Discussions held inconsistent with these criteria could be deemed by the law, regulations, and professional industry codes as disguised promotion and Ipsen could be found liable for violating the rules.
如果活动的目的*不是*推广益普生产品，而是为了合法地交流科学信息，则可以讨论未经批准的适应症或信息，作为对之前此类信息特定请求的回应，或者作为对活动期间或著名国际或国家会议的卫星会期间的收到的问题的回应。此类讨论必须以公平、公正的方式进行，并与活动内容相符合。若讨论不符合上述标准，可能会被法律、法规和专业行业规范视为变相推广，益普生可能会因为违反相关规则而被追究责任。

Here, we ask that you clearly state the following:
在此，我们要求您明确声明以下内容：

- The information is unlicensed;
  该信息未经许可.
- Your response is your opinion and not that of Ipsen; and
  您的回应是您的个人观点，而非益普生的观点；以及
- Ipsen does not recommend or endorse the use of Ipsen products that are unlicensed.
  益普生不建议或认可使用未经批准的益普生产品。

AFTER THE EVENT:
***活动后*:**

Please note that a copy of your presentation will be kept by Ipsen and may be made available to the audience following the event, if consent has been obtained by you. If your presentation contains sensitive data please reach out to your Ipsen contact to arrange for an edited version to be made available.
请注意，您的演讲副本将由益普生保管，若您同意，可在活动结束后提供给观众。如果您的演讲中包含敏感数据，请联系您的益普生联系人，以提供编辑后的版本。

In addition, Ipsen may be required to substantiate any information, claim or comparison contained in your presentation as soon as possible after a request for substantiation is received. This means that information contained in your presentation must be publicly available and clearly and unambiguously referenced. If Ipsen receives a request for substantiation of a statement presented by you, we may contact you for a copy of the relevant reference.
此外，在收到证实请求后，益普生可能需要尽快证实您演讲中包含的任何信息、声明或比较。这意味着您演讲中包含的信息必须公开，并明确无误地引用。如果益普生收到对您所作的声明进行证实的请求，我们会联系您以获取相关参考资料的副本。

Form I: Speaker CV Template

表格 1：讲者简历模板

Basic information 基本信息			
Name 姓名		Gender 性别	
Type of Document 证件种类		Document Number 证件号码	
Full Name of Employer 工作单位全称		Department/Function 工作科室或所属部门	
Telephone 联系电话		E-mail 电子邮箱	
Working Address 工作单位地址 (Province/City/District/Street/ Postcode) （省/市/区/街道/邮编）			
Medical Practitioner Certificate Number (if applicable) 执业医师证号码（如适用）			
Payment information 付款信息			
Bank Name (Specific to Branch) 开户银行（具体到支行）		Bank Account 银行账号	
Relevant Tiering Information (Please Submit Copies of Relevant Supporting Documents)			

分级相关信息（请提交相关证明文件的复印件）			
Position in Hospital 医院任职情况			
Academic Achievement 学术成就			
Speaking Experience 演讲经历			
Position in Association 学会任职情况			
Applied Level 申请级别	□National Level 国家级 □Regional Level 区域级 □Local Level 城市级		
Approved Level 审批级别	□National Level 国家级 □Regional Level 区域级 □Local Level 城市级		
Initiator information **申请人信息**			
Name 姓名		Department (Specific to Region) 所属部门（具体到区域）	
Title 职务		Product 负责产品	
As the initiator, I acknowledge that the submitted information of the HCP is authentic and accurate. I'm responsible for the authenticity and accuracy of relevant information. 作为申请人，我确认所提交的 HCP 相关信息是真实、准确的。我本人对相关信息的真实性和准确性负责。			

Initiator signature and date 申请人签字及日期