
Implementing the Outcomes of 2022 COP Meeting

A Phased Approach for Enhancing Bidding-Type Sponsorship Management

落實 2022 年 COP 共識：逐步優化競標式贊助管理之建議方案

This document responds to the consensus reached at the 2022 COP meeting regarding the management of bidding-type sponsorship. It outlines a phased management approach to strengthen self-regulation among IRPMA member companies and facilitate reasonable interactions with stakeholder.

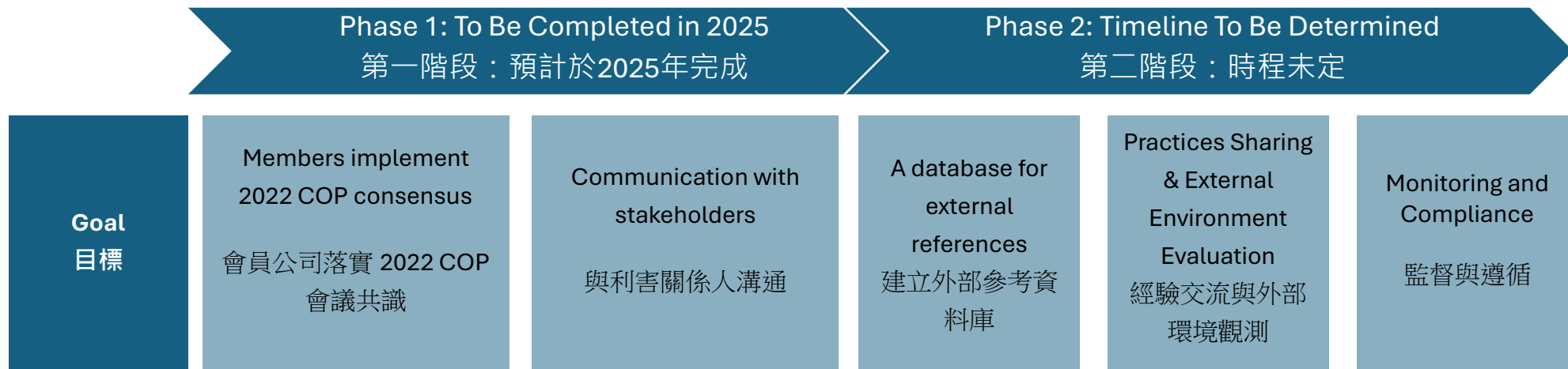
本文件旨在回應 2022 年 COP 會議中對「競標型贊助管理機制」的共識決議，提出一套階段性處理架構，以強化會員公司內部自律，進而以合理的方式與外部利害關係人互動。

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➤ Implementation Framework | 執行架構



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➤ Phase 1 Implementation Details | 第一階段執行細節

Phase 1: To Be Completed in 2025
第一階段：預計於2025年完成

Goal 目標	Members implement 2022 COP consensus 會員公司落實 2022 COP 會議共識	Communication with stakeholders 與利害關係人溝通
Implementation Step 落實流程	<ul style="list-style-type: none"> ■ Promoting Internal Review Mechanism 推動內部審查機制 <ul style="list-style-type: none"> • Establish a cross-functional review process to review and pre-approve bidding type sponsorships, ensuring that sponsorships are justified and aligned with fair market value. 建立跨部門事前審查機制，審核贊助提案，確保其合理性並符合公平市場價值 • Pre-approval of Bidding Cap Amounts 預先核准可用於贊助投標期間的上限金額 • Reference-based Fair Market Value Assessment Determine fair market values by referencing both internal and external data sources, including: 透過內、外部參考資料評估公平市場價值，包括： <ul style="list-style-type: none"> – Historical sponsorship records and financial benchmarks 過往贊助紀錄與財務基準 – Congresses or societies of similar scale and within the same therapeutic area (TA) 同一治療領域（TA）中，具類似規模的會議或學會資料 ■ Exploring Practices in Other Regions Assess whether bid-based sponsorship is commonly practiced in other regions, and seek to understand the associated risk mitigation approaches in those markets. 探討其他地區是否普遍採用投標式贊助模式，並了解其在該等市場中採取之風險管理措施。 	<p>Medical Associations / 醫學相關團體</p> <ul style="list-style-type: none"> • Medical Society Communication An official communication letter to medical society will be sent to express its concern regarding the use of bid-based sponsorship models, and will kindly recommend avoiding this approach. 發送正式函文予醫學會，表達對以投標方式決定贊助的模式之關切，並婉轉建議避免採取此作法。 • Alternative Measures to Avoid Price-driven Bidding If the association continues to adopt a bidding approach, it is recommended to consider mechanisms that can help prevent excessive price competition—for example, conducting the process in written form and limiting each company to one or two bid submissions. 若學會仍選擇採行投標方式，建議考量可避免過度比價的機制，例如以書面進行並限制每家公司提交一至二次投標。
Progress Review End of 2025	A review of the implementation status is planned by the end of 2026 Q2 to assess overall progress. 預計於 2026 年第 2 季進行機制落實情形之盤點，以評估整體推動進度。	

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➤ Phase 2 Implementation Details | 第二階段執行細節

The implementation of Phase 2 will be carried out following careful evaluation and based on actual circumstances.

第二階段之執行將視實際情況，於審慎評估後再行推動。

Phase 2: Timeline To Be Determined

第二階段：時程未定

Goal 目標	A database for external references 建立外部參考資料庫	Practices Sharing & External Environment Evaluation 經驗交流與外部環境觀測	Monitoring and Compliance 監督與遵循
Implementation Plan 執行計畫	<p>Based on the consensus from the 2022 COP meeting, a reference database for sponsorship bids is to be developed through member surveys. 依據 2022 年 COP 會議所達成的共識，將透過會員問卷建立一套具參考價值的贊助費用資料庫。</p> <p>Survey: An annual questionnaire will be distributed among members to gather information on past sponsorship practices across different therapeutic areas. For instance, in the field of XXX diseases, the cost of organizing a satellite symposium is typically around NTD _____ to _____. 調查： 每年將發送問卷給會員，以收集各疾病領域中歷年贊助活動的資訊。例如，在 XXX 疾病領域中，舉辦衛星研討會的費用約為新臺幣 _____ 至 _____。* 調查得標金額是為了解醫學學術活動必要且合理的費用為何，避免超過合理金額之贊助構成道德風險，以保護醫學學術獨立性與聲譽，並非出於限制競爭之目的。藥廠對醫學界的贊助均不得與交易機會、藥品採購有任何關聯。</p> <p>Database: The collected data will be compiled and made available on a dedicated webpage to serve as a reference point for members when assessing sponsorship benchmarks. *The purpose of investigating the awarded bid amounts is to understand the necessary and reasonable costs associated with medical educational events. This aims to prevent sponsorships exceeding reasonable amounts from posing ethical risks, thereby safeguarding the independence and reputation of medical educational. The intention is not to restrict competition. Additionally, sponsorships from pharmaceutical companies to the medical community must not be linked to any business opportunities or drug procurement processes. 資料庫： 所收集的資料將彙整並公開於網頁，以提供會員在評估贊助基準時作為參考依據。</p>	<p>To enhance transparency in rationale, member companies may be invited, on a regular or occasional basis, to share their internal methodologies for determining bid price ceilings. This initiative aims to support fair market practices, benefiting the overall community and fostering healthy competition among members. 為提升定價機制的透明度，可考慮定期或不定期邀請會員公司分享其針對投標贊助上限金額的內部評估方法，以促進會員公司的交流和學習。此舉有助於維持市場的合理性，促進良性競爭並惠及所有會員。</p> <p>Ongoing observation of the external environment and bid-based sponsorship practices may also contribute to forming an unbiased understanding of market conditions for reference purposes. 持續關注外部環境與投標型贊助實務發展，協助提供市場條件的中性參考觀點。</p>	<p>In cases where a notably high bid amount cannot be reasonably explained, IRPMA may invite member companies to provide further clarification. These insights may help inform future management practices and support enhanced self-regulation within the system. 針對無法合理說明高額投標金額之情形，IRPMA 可請會員公司進一步說明，以作為未來管理依據，協助提升制度自律性。</p>

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