pan-Canadian Oncology Drug Review
Code of Communications

March 2011

RECORD OF UPDATES

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INQUIRIES

Inquiries and correspondence about the pan-Canadian Oncology Drug Review (pCODR) should be directed to:

pan-Canadian Oncology Drug Review
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1 Purpose

Talking about pCODR with outside groups, including the media, is a part of the pCODR process and reflects the pCODR principle of transparency. It is important, however, to understand the context in which you may be speaking about pCODR and to respect the confidentiality of the information to which you may have access. This document, which should be considered as a companion document to the *pCODR Code of Conduct*, is designed to help.

2 Who is this document for?

This guide applies to you, if you:

- are a member of the pan-Canadian Oncology Drug Review (pCODR) Expert Review Committee (pERC); Steering Committee; or sit on an advisory committee such as the Provincial Advisory Group (PAG);
- work at the provincial/territorial Ministries of Health and/or the provincial cancer agencies that participate in pCODR;
- are participating on a methods team at the CCO's Program in Evidence Based Care (PEBC) or at the Canadian Agency for Drugs and Technology in Health (CADTH);
- are a contracted clinical or economic expert working on a pCODR Drug Review, either as a member of a guidance panel or as additional expertise; or
- are the pCODR Executive Director or a pCODR staff person.

3 Why is a guide necessary?

Understanding the circumstances that affect how you talk about pCODR is important:

- The media will be interested in some of the recommendations issued as part of the pCODR Drug Review process. Designated pCODR spokespeople are in the best position to respond to those inquiries, and can provide the kind of information that will help reporters gain a full picture of pCODR and its work. If you are wondering whether you are a pCODR media spokesperson or not, you likely aren't! A list of pCODR spokespeople is provided later in this guide.
- The pCODR Drug Review process may involve reviewing proprietary information provided by pharmaceutical manufacturers. Information designated as proprietary and therefore confidential, is handled in a proscribed manner within the pCODR process and cannot be discussed publicly. It is expected that all participants in the pCODR process will safeguard the confidential information submitted to pCODR. If you are wondering whether or not you can speak publicly about a particular document, please always contact pCODR to clarify beforehand. We have provided contact information later in this guide.
- Thanks to their expertise and knowledge, members of pERC, the pCODR Steering Committee, members of Clinical and Economic Guidance panels and pCODR staff may be approached to present at conferences or they may wish to publish research or submit articles for publication. It's important to let the pCODR Executive Director know when you are considering participating in events or submitting items for publication that relate to pCODR or pERC, so that pCODR is aware of any potential confidentiality, conflict of interest or other issues. The Conflict of Interest Guidelines for pCODR can be found on the pCODR website: http://www.pcodr.ca. These Guidelines apply to presentations, abstracts, scientific posters and publications. Also, all presentations, posters and items submitted for

publication by pCODR staff that refer to pCODR or pERC must be approved in advance by the pCODR Executive Director and Communications Officer.

It's important to remember that if you are in one of the groups noted at the beginning of this document, then the *pCODR Confidentiality Guidelines* and *pCODR Conflict of Interest Guidelines* apply to you and your work, in addition to what is outlined in this general communications guide. Members of the pCODR pERC are also bound by the *pERC Terms of Reference* and the *pCODR Code of Conduct*. Members of the pCODR Steering Committee, Clinical and Economic Guidance Panels and the Provincial Advisory Group are also bound by their respective *Terms of Reference*.

4 Who are the pCODR spokespeople?

The pCODR spokespeople are:

- the pCODR Executive Director
- the pCODR Steering Committee Co-Chairs

The pCODR Executive Director and staff (e.g. Manager of Reviews, Communications Officer) manage all inquiries about pCODR policies, procedures, status of reviews etc., providing background information if required. Typically, the pCODR Executive Director (in consultation with the pERC Chair) will respond to inquiries about pERC processes and specific pERC recommendations. The pCODR Steering Committee Co-Chairs will respond to issues related to governance, as well as cancer agency and provincial/territorial issues including questions about how and when funding decisions are made.

Any media inquiries should be directed to the pCODR Executive Director or Communications Officer who will ensure that the appropriate spokesperson responds.

- pCODR Executive Director
  Mona Sabharwal, (416) 619-5743
  mona.sabharwal@pcodr.ca

- pCODR Communications Officer
  TBD

If you see a media report that mentions or relates to pCODR or pERC, and requires correction or response, please notify one of the contacts above.

5 What information is available publicly?

pCODR is committed to the principle of transparency and is a leader in providing public information on drug submissions. The following information is available on at www.pcodr.ca.

- status of each pCODR submission;
- initial and final pERC recommendations;
- summaries of pERC discussions;
- clinical and economic guidance panel reports; and
- information about pERC members and general information about panel members, as well as their annual conflict of interest statements.

Transparency is key to the pCODR process; this guideline document is intended to ensure that information about pCODR is communicated accurately, appropriately and within our operating guidelines.

Thank you.