

Working with the Pharmaceutical Industry: Our Principles

At Asthma + Lung UK, we're fighting for everyone's right to breathe. To help us on our mission to improve the lives of people with lung conditions, we sometimes work in partnership with companies from the pharmaceutical and medical device industries — but only when doing so aligns with our values and brings a clear benefit to our beneficiaries.

We believe these partnerships can help us:

- Raise awareness about lung conditions and the associated symptoms.
- Improve the standard of treatment for lung conditions and provide better access to the latest treatments and medical devices.
- Provide accurate, helpful information and support to our patients and their families.

We will always put our beneficiaries and the values of the charity first — never profits.

How We Make Decisions About Partnerships

Our approach to partnering with the pharmaceutical industry is governed and guided by charity legislation and best practice within the charity sector and guidance relating to the pharmaceutical industry such as the ABPI Code of Practice. We follow strict rules to make sure all partnerships are ethical, transparent, and in the best interest of our community.

When working with the pharmaceutical industry we will ensure that any such partnerships do not affect our ability to offer independent and unbiased patient information, or influence our campaigning, research or fundraising activities. Any joint activity must fit with Asthma + Lung UK's mission, strategic aims, and have a positive impact on our beneficiaries.

We will never compromise:

- Our integrity
- Our independence
- Our ability to speak freely
- Our reputation
- Our beneficiaries

We're Transparent About Our Funding

Asthma + Lung UK embraces positive and transparent relationships with external organisations. Every year, we publish on our website and in our annual report, a list of all the pharmaceutical companies we've worked with.

To ensure our independent status, we will limit the total amount that we receive from the pharmaceutical sector to an approved amount of our total income in any given financial year (excluding Taskforce for Lung Health funding). Where possible, we will also ensure that we work with a variety of pharmaceutical companies, giving no preference to any one company in particular.

What We Will Ensure

Any partnership entered into will not compromise our independent status. We will ensure that our editorial independence is maintained so that we are free to comment both positively and negatively

about pharmaceutical companies and their products. We will ensure the objectives and scope of any partnerships are transparent.

We may publicly call for better access to specific treatments in the media or through the Taskforce for Lung Health - but our decisions are based on evidence and patient need, not on who funds us.

We will never:

- Accept funding from a pharmaceutical company where it is perceived to encourage market access for a specific drug, treatment, or device.
- Accept funding for lobbying if it compromises our independence or is linked to promoting a specific product.