

Our behaviour



For GSK, how we do things is just as important as what we do. Our values based culture is designed to ensure we put patients and customers interests first.



GSK is a science-led global healthcare company that researches and manufactures a range of products to help people do more, feel better and live longer.

This factsheet provides highlights from our 2013 Corporate Responsibility Report.

Our four core values guide us in everything we do:

- Operate with transparency
- Demonstrate respect for people
- Act with integrity
- Remain patient-focused

“Our commitment to transparency enables the broader scientific community to examine data more closely to conduct further research that can help advance medical science or improve patient care. We also have a responsibility to ensure that the vital contribution made by people who participate in our trials is used to help further scientific understanding”.

James Shannon,
Chief Medical Officer, GSK



Putting patients first in sales and marketing

We constantly challenge ourselves on how we can better meet the expectations of society. In 2013, we announced fundamental changes to our sales and marketing practices and the way we interact with healthcare professionals (HCPs).

Instead of individual sales targets, we will now incentivise our sales and marketing teams who work directly with prescribing HCPs on how well they use their technical knowledge to improve patient care and GSK's overall business performance.

We are also changing our relationship with HCPs. In 2014, we began a two year process to end the practice of paying HCPs to speak on our behalf to audiences who prescribe or can influence prescribing. This move is designed to provide patients with greater confidence that whenever they talk to a doctor, nurse or other prescriber, there is no perception of a conflict of interest.

Became the first company to publish Clinical Study Reports – formal reports on the design, methods and results of clinical trials.

Launched a new online system to enable external researchers to access detailed anonymised patient-level data from our clinical trials.

“GSK was the first pharmaceutical company to join the AllTrials campaign in February 2013 saying the company owes it to the thousands of people who have taken part in clinical trials to make the data they have generated available for scrutiny. Many organisations representing patients, doctors and regulators have applauded GSK's decision, and we are looking to GSK to develop the strong leadership on clinical trial reporting that is urgently needed across the industry”.

Sile Lane,
The AllTrials campaign

Our commitments

In 2012, we developed 23 forward-looking commitments across the four areas of our responsible business approach. They aim to address unmet global health needs and are aligned with our strategic priorities and our values. We report our progress against these commitments in our 2013 Corporate Responsibility Report. The commitments for Our behaviour cover:

- Promoting value in sales and marketing practices
- Rigorous patient and customer safety
- Minimising animal testing
- Promoting human rights
- Transparency in clinical trial data
- Ensuring ethical stakeholder interactions

Our values and principles

No matter where we operate in the world, in our interactions with patients, prescribers, payers and governments, we must always live our values.

All employees must uphold our Code of Conduct. In 2013 we revised it with simplified language and increased emphasis on our values and 'Speak Up' programme.

65,000

Over 65,000 designated managers completed our Ethical Leadership Certification to certify their understanding of, and compliance with GSK's values, policies and their responsibilities to lead and support an ethical work environment.

Human rights

We undertook a systematic assessment of GSK's human rights impacts, and have developed plans relating to our supply chain and embedding global standards at the country level.

Research practices

Sharing the results of our research is vital to GSK as it helps to ensure that the important contribution made by people participating in trials is used to maximum effect in furthering scientific knowledge and understanding.

Clinical research transparency

In 2013, GSK became the first company to launch an online system enabling external researchers to request access to the detailed data that sit behind its clinical trial results.

Described as a 'sea change in clinical science', this commitment enables researchers to examine data more closely to conduct further research that can help advance medical science or improve patient care.

External researchers can submit research proposals and request access to anonymised patient level data from all studies started from 2013 once the medicine has been approved by regulators or terminated from development. We will regularly update this list to include all global studies since 2000. By the end of 2013, approx 450 studies were made available.

Changes to sales and marketing practices

In 2014, we will begin to roll out a new global compensation programme that will have no individual sales targets. Instead, GSK's sales professionals who work directly with prescribing healthcare professionals will be evaluated and rewarded for their technical knowledge, the quality of the service they deliver to support improved patient care and the overall performance of GSK's business.

Changing how we work with Healthcare Professionals

We announced a two-year process that will change how we work with Healthcare Professional (HCPs) – becoming the first in the sector to move towards ending the practice of paying doctors to speak on our behalf and providing direct financial support for individuals to attend medical conferences.

Manufacturing and supply

4bn

Each year we produce four billion packs of medicines and 900 million doses of vaccines and supply these to 170 countries.

Our Third Party Code of Conduct commits our network of approved external suppliers and business partners to uphold GSK's values.

£40m

Across our manufacturing network we invested around £40 million in 2013 to reduce environmental impacts. Many of these improvements are bringing additional business benefits by, for example, improving efficiency and increasing manufacturing capacity.

Anti counterfeiting

Our comprehensive global anti-counterfeiting strategy combines the use of technology, analysis, investigations, appropriate legal enforcement and customs.

We have introduced a range of anti counterfeiting measures such as product codes that can be used by consumers in Africa to verify authenticity via a simple text message.

In China, where the largest volumes of counterfeits are manufactured, we include a unique serial number on each product package of all products on the Essential Drug List, to enable electronic monitoring for the purpose of patient safety. We are looking to extend this to additional products in a programme running over the next four years.

Public policy and patient advocacy

Ensuring that all our interactions are conducted appropriately.

We are committed to ensuring that all our interactions with political stakeholders and patient advocacy groups are conducted appropriately, ethically and transparently.

We follow a clear set of criteria, embedded across the company in 2013, to ensure the public policy groups we work with are aligned with our values and priorities.

We have also agreed new Standard Operating Procedures that govern our work with public policy groups and we will train employees on these in 2014.

Our relationship with patient groups guides our R&D and helps to ensure that patient opinions are heard. We publish information online on all our work with patient groups in Europe, Asia Pacific and Emerging Markets, as well as information on our support for patient groups working globally, including details of the funding received.