

## In This Issue

- Roundtable Discussion on Public Private Partnership
- Oncology Training Courses
- Asia Partnership Conference of Pharmaceutical Associations
- Mr. Charles Tang joins HKAPI Board of Directors
- Seminar on the Power of Corporate Self-Awareness
- HKAPI Training Program for Medical Representatives

## Roundtable Discussion on Public Private Partnership

As an initiative to help managing demand for general outpatient service and enhance patient access to primary care services in the public hospitals, the General Outpatient Clinic Public Private Partnership Programme (GOPC PPP) was launched by the Hospital Authority to subsidize clinically stable patients having hypertension with or without hyperlipidemia to receive a maximum of 10 consultations from private doctors. A Public Private Partnership Taskforce has been set up under the HKAPI to look into the program to provide feedback to the Hospital Authority. A roundtable discussion was organized on 21<sup>st</sup> May to brief members the details of the GOPC PPP and to solicit their comments and concerns on the programme and logistic arrangements. 21 representatives from member companies attended the roundtable and their feedback provided at the meeting and through the member survey will be consolidated and further discussed with the Hospital Authority.



Ms. Kara Cheung, Co-Chair of the Public-Private Partnership Taskforce, gave an overview of the GOPC PPP and solicited members' feedback.



Ms. Wyeman Tan, Co-Chair of the Public-Private Partnership Taskforce, explained the work plan of the Taskforce.



Mr. Daymond Lee, member of the Public-Private Partnership Taskforce, explained the purpose of the member survey.



Over 20 members attended the Roundtable Discussion and shared their concerns on the Public-Private Partnership Programme.

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## Oncology Training Courses

With the increasing incident and mortality rate of cancer and thus the importance of cancer treatment, HKAPI has organized a series of lectures to our members, focusing on treatment to the four most common cancers in Hong Kong and how to increase accessibility of innovative cancer drugs. The first lecture was conducted by Dr. Yiu-Tong Fu, Clinical Oncologist of the Queen Elizabeth Hospital on colorectal cancer. Dr. Fu discussed the possible causes of colorectal cancer and different types of treatment including radiotherapy, chemotherapy and biologic agent.

The second lecture was presented by Dr. Oscar Chan, Associate Consultant in the Clinical Oncology Department of Pamela Youde Nethersole Eastern Hospital, on advances in non-small cell lung cancer therapy. The efficacy and toxicities of novel target therapy and chemotherapy were discussed. The role of radiotherapy and new techniques in treating lung cancer were also highlighted. On the topic of breast cancer, we invited Dr. Kirsty Lee, Honorary Clinical Professor in the Chinese University of Hong Kong and currently practicing in Prince of Wales Hospital, to discuss different kinds of treatments for breast cancer including surgical treatment, chemotherapy, hormonal therapy and anti-HER2 drugs. Members attending the lectures found the course contents very useful and have broadened their knowledge of oncology.

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Ms. Sabrina Chan, Executive Director of HKAPI, gave an introduction to the oncology training course and our guest speaker.



Dr. Yiu-Tong Fu gave a lecture on colorectal cancer.



Dr. Oscar Chan presented the latest treatment on non-small cell lung cancer.



Dr. Kirsty Lee discussed the different types of treatment for breast cancer patients.



Over 70 members attended the Oncology training courses.



## Seminar on the Power of Corporate Self-Awareness

On 15th May, Korn Ferry, an Associate Member of HKAPI, organized a breakfast seminar to business unit heads and general managers of fellow member companies on the importance of corporate self-awareness. During the talk, Ms. Amy Kwok, Korn Ferry's Principal Consultant in the Leadership and Talent Consulting Group, discussed how corporate self-awareness directly impact an organization's effectiveness including the implications on staff engagement, motivation and implications for external stakeholders in terms of stock value and corporate branding. The talk was then followed by an interactive question and answer session as well as sharing with the participants based on their experience.

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## HKAPI Training Program for Medical Representatives

This year, the 6-month training program for medical representatives of HKAPI member companies started in April with over 60 enrolments. The course covers a wide range of practical topics including principles of pharmacology and pharmacokinetics, the functions and abnormality of major human biological systems, pharmaceutical regulations and healthcare services provided in Hong Kong.

The first lecture was conducted by Mrs. Rachel Frizberg, President of HKAPI, on the healthcare environment and recent development of pharmaceutical industry in Hong Kong. Mrs. Frizberg also gave an overview on the strategic focus of the Association and the work of various Taskforces under the HKAPI. In the second session, Ms. Sabrina Chan, Executive Director of HKAPI discussed in details the Association's Code of Practice and the recent updates around the region as well as global trend in the development of code of practice and compliance.



Mrs. Rachel Frizberg, President of HKAPI, shared with students the strategic directions and the work of various Taskforces.



Ms. Sabrina Chan explained the key provisions in the HKAPI Code of Practice.



65 medical representatives enrolled into 2015 HKAPI training program.

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