

Communicating Industry Value (CIV) Taskforce

Name	Company
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Objective	Communicating industry value, contribution to internal and external stakeholders		
Endpoint	<ul style="list-style-type: none"> • Develop Key messages, communication materials via facts and figures • Develop plans to deliver the messages 		
	<p>Recognize HKAPI as a trusted partner (internal and external)</p> <ul style="list-style-type: none"> • Who is HKAPI • What do we do • How do we train people support the industry etc. 	<p>Communicate: What does pharma bring to local societies and economies</p> <ul style="list-style-type: none"> • Employment • Trials etc. 	<p>Pharmaceutical access to innovation and sustainability</p> <ul style="list-style-type: none"> • How does drug pricing work • What does it mean for non-pharma people
Future State	<ul style="list-style-type: none"> • Message pack and toolkit adopted by member companies for consistent internal & external communications • Key stakeholders relating to prioritized pain points engaged with messages developed • Improved understanding and reputation of industry by key stakeholders targeted 		