



PULMONARY HYPERTENSION  
ASSOCIATION OF CANADA

L'ASSOCIATION D'HYPERTENSION  
PULMONAIRE DU CANADA

## Industry Code of Conduct Policy

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### Introduction

The Pulmonary Hypertension Association of Canada (PHA Canada) is committed to supporting and empowering the pulmonary hypertension community through education, advocacy, and research. To maintain the integrity and trust of our stakeholders, it is imperative to establish clear guidelines governing our financial relationships with corporate entities. This Industry Code of Conduct Policy outlines the principles and standards that direct our engagements with corporate partners, ensuring all collaborations align with PHA Canada's mission and uphold the highest ethical standards.

### 1.0 Purpose

The purpose of this policy is to:

- Define the ethical framework for PHA Canada's interactions with corporate partners.
- Ensure all corporate funding and collaborations support PHA Canada's mission without compromising its integrity.
- Provide transparency and accountability in all corporate relationships.

### 2.0 Scope

This policy applies to all PHA Canada board members, employees, volunteers, and representatives involved in soliciting, managing, or overseeing corporate partnerships. It encompasses all forms of corporate engagement, including but not limited to sponsorships, donations, grants, and in-kind support.

### 3.0 Definitions

- **PHA Canada:** Refers to the Pulmonary Hypertension Association of Canada, including its board members, employees, volunteers, and authorized agents.
- **Corporate Partner:** Any commercial entity providing or seeking to provide financial or in-kind support to PHA Canada.
- **Funding:** Any financial or in-kind support a corporate partner provides to PHA Canada.

### 4.0 Guiding Principles

- **Patient-Centric Focus:** All activities and partnerships must prioritize the well-being and interests of the pulmonary hypertension community.
- **Integrity and Independence:** PHA Canada will maintain complete control over its programs, content, and advocacy efforts, ensuring that corporate support does not influence organizational decisions or policies.
- **Transparency:** All corporate relationships and funding sources will be openly disclosed to stakeholders and the public.
- **Accountability:** PHA Canada will regularly review and assess corporate partnerships to ensure compliance with this policy and address potential conflicts of interest.



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## 5.0 Funding Categories

PHA Canada recognizes various forms of corporate support, categorized as follows:

- **Unrestricted Grants:** Funds provided by corporate partners without specific designations, allowing PHA Canada to allocate resources where they are most needed.
- **Restricted Grants:** Funds designated for specific programs, projects, or initiatives, as agreed upon by PHA Canada and the corporate partner. PHA Canada retains the right to decline restricted grants that impose conditions inconsistent with its mission, strategic priorities, or independence.
- **Sponsorships:** Financial support for specific events, campaigns, or activities, often accompanied by public recognition or branding opportunities for the corporate partner.
- **In-Kind Support:** Non-monetary contributions such as goods, services, or expertise that support PHA Canada's operations or programs.
- **Collaborative Partnerships:** Joint initiatives where PHA Canada and the corporate partner contribute resources towards a common goal, benefiting the pulmonary hypertension community.

**PHA Canada will not accept funding from industries whose products, services, or business practices contradict its mission, including but not limited to companies involved in tobacco, recreational cannabis, or other activities that could undermine public trust.**

## 6.0 Acceptance Criteria

Before accepting any form of support from a corporate partner, PHA Canada will ensure that:

- The corporate partner's mission, values, and business practices do not contradict PHA Canada's mission.
- The partnership does not compromise PHA Canada's integrity, independence, or public trust.
- The funding will directly or indirectly benefit the pulmonary hypertension community.
- Any potential conflicts of interest are identified and appropriately managed.

**Once a conflict of interest is disclosed, it will be brought to the Board of Directors, who will assess its impact and determine appropriate actions. These may include recusal from related decisions, mitigation strategies, or, in serious cases, termination of the partnership. All disclosures of potential conflicts must be submitted in writing and documented for transparency and accountability.**

## 7.0 Disclosure and Transparency

PHA Canada is committed to transparency in all corporate partnerships by:

- Publicly disclosing the names of corporate partners and the nature of their support on PHA Canada's website and in relevant publications.
- Ensuring that acknowledgments of corporate support do not imply endorsement of any specific products or services.
- Providing clear information about how corporate funds benefit the pulmonary hypertension community.



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## 8.0 Independence and Control

To safeguard PHA Canada's independence:

- All educational materials, programs, and advocacy efforts will be developed and approved solely by PHA Canada.
- Corporate partners will not influence the content or execution of PHA Canada's activities.
- Any collaborative projects will have clearly defined roles and responsibilities to maintain PHA Canada's autonomy.

## 9.0 Review and Compliance

PHA Canada will:

- Regularly review this policy to ensure its effectiveness and relevance.
- Monitor corporate partnerships for adherence to this policy.
- Address any breaches of this policy promptly, including terminating the corporate relationship if necessary.

## 10.0 Contact Information

For questions or further information regarding this policy, please contact Jamie Myrah, **Executive Director** | Email: [jmyrah@phacanada.ca](mailto:jmyrah@phacanada.ca) | Phone: 1-877-774-2226 ext. 101