

IFPMA Ethos – COVID-19

Useful links:

- [Download video](#) to upload natively on Twitter (NB link expires on 22 April)
- Youtube link: <https://youtu.be/v9qnRVUXuw0>
- Ethos: <https://bit.ly/34BsSpl>

Social media messages:

Rady Johnson, Chair of @IFPMA Ethics & Business Integrity Committee and Chief Compliance, Quality & Risk Officer @Pfizer underscores the value of the biopharmaceutical Ethos in the context of #COVID19.

<https://youtu.be/v9qnRVUXuw0>

Rady Johnson, Chair of @IFPMA Ethics & Business Integrity Committee: “With our Ethos front and center, the integrity of the decisions and actions we make while navigating the #COVID19 crisis is assured”

<https://youtu.be/v9qnRVUXuw0>

“While operating in these uncharted territories, we must demonstrate to the world that it can count on our innovation, our commitment, our courage, our resilience and above all our integrity to win this fight”, says Rady Johnson, chair of @IFPMA EBIC Committee.

#COVID19

<https://youtu.be/v9qnRVUXuw0>

“With the core values of trust, care, fairness, respect and honesty, our Ethos provides the framework to ensure that especially in the face of a crisis, we act with integrity”, says Rady Johnson, Chair of @IFPMA EBIC committee on business integrity during #COVID19.

<https://youtu.be/v9qnRVUXuw0>

Our thanks go to #healthworkers looking after those affected by #COVID19 and to colleagues working tirelessly in plants and labs to ensure continuity of supply of medicines.

In uncharted territories, our shared Ethos provides a clear framework for building a culture of trust.

<https://youtu.be/v9qnRVUXuw0>

LinkedIn message:

The biopharmaceutical industry continues to work at an unprecedented pace to develop, test and be ready to manufacture diagnostics, treatments and vaccine for #SARSCoV2, a virus that was previously unknown.

While operating in these uncharted territories, our employees and colleagues across the world continue to rely on our shared Ethos to demonstrate to the world that it can count on our innovation, our commitment, our courage, our resilience and above all our integrity to win this fight.

In this short message, Rady Johnson, Chair of the IFPMA Ethics and Business Integrity Committee, underscores the value of the Ethos:

“With the core values of trust, care, fairness, respect and honesty, our Ethos provides the framework to ensure that especially in the face of a crisis, we act with integrity. With our Ethos front and center, the integrity of the decisions and actions we make while navigating this crisis is assured. As importantly, long after the crisis has ended, society will see and applaud this integrity”.

<https://youtu.be/v9qnRVUXuw0>

More on the IFPMA Ethos: <https://bit.ly/34BsSpl>