

Lifelong Learning in Healthcare



What, Who, How to comply with Lifelong Learning in Healthcare (LLH)

WHAT (definition)



LLH is aimed at increasing the scientific knowledge and competence of HCPs to enhance medical practice and improve patient outcome.

LLH includes educational activities such as:

- Independent Medical Education funded by the pharmaceutical industry
- LLH programmes developed through collaboration or partnership of one or more pharmaceutical companies
- Pharmaceutical industry led LLH activities organised by individual

WHO can be involved?



Depending on the educational activities, LLH can be funded and/or organised by

- the pharmaceutical industry,
- independent organisation,
- professional societies,
- healthcare organisations,
- education providers or other providers.

HOW to comply - key rules to follow



Member Companies can be engaged in or support different types of educational programmes, but such activities must not constitute Promotion.



LLH must translate evidence relevant for enhancing patient care into respective learning interventions in disease areas.



When funding Independent Medical Education or organising LLH activities directly or in collaboration with third parties, Member Companies must ensure that their participation and role is clearly acknowledged and apparent from the outset.



LLH activities must have content that is fair, balanced and objective, designed to allow the expression of diverse evidence-based science and fulfill unmet educational needs in healthcare.



LLH must be characterised as an ethical, transparent and responsible engagement.



LLH must respect robust processes based on educational needs assessment, learning design and outcomes measurement

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Real Life Scenarios

Q1: A pharmaceutical company is organising a LLH programme on a disease area. The presentation includes the company's product logo, brand colours, and repeated references to one of its medicines. Is this compliant with the EFPIA Guideline?

A: No.

LLH activities must be non-promotional in both content and intent.

Educational materials must not include: product branding (trade names, logos, brand colours) promotional product claims.

The objective must be to improve healthcare professionals' scientific knowledge, not to promote a medicinal product.

Q2: A pharmaceutical company funds an Independent Medical Education programme but asks the organiser to approve the agenda and select the speakers. Is this consistent with the EFPIA Guideline?

A: No.

Independent Medical Education must remain independent. While pharmaceutical companies may provide funding, they should not influence the educational content, agenda or faculty.

The independence of the provider is essential to ensure the programme remains fair, balanced and non-promotional.

Q3: When selecting healthcare professionals to attend an LLH programme, should the pharmaceutical company prioritise those with the highest prescribing volumes or those with the greatest educational needs?

A: The Guideline recommends that participation be based on a documented educational needs assessment.

Selection should support learning objectives and patient care, not commercial considerations such as prescribing behaviour or sales potential.

Curious to know more about Lifelong Learning in Healthcare?

Please refer to following link or connect with your Ethics and Compliance Officer:

[Chapter 3 \(article 16\), page 23](#)

[Annex 3 EFPIA Guideline on a Quality Framework – Principles in Lifelong Learning in Healthcare](#)

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