

APM Health Europe Editorial Charter

APM Health Europe (APMHE) is an independent news service covering global healthcare markets. Since it began operating in 2005, its income has come entirely from subscribers. No money is generated from advertising.

News coverage is decided by its journalists without outside influence. Its broad subscriber base has no say over APMHE's editorial content. It does not receive any patronage from pharma companies, regulators or consultancies. As such, it is entirely independent and its coverage wholly impartial.

Its staff, based in London, Paris, Brussels, Berlin, Madrid and Milan, adhere to the strictest ethics of journalism. It prides itself on accuracy, balance and impartiality. As a news service, APMHE does not comment, but reports facts and the comments from people in the healthcare field.

As a news gatherer and publisher, it does not have an agenda, but seeks to reflect the major issues of the day affecting healthcare industries and associated organisations around the world.

APMHE's staff travel widely to cover conferences, forums and to conduct interviews. They decide which conferences and forums to attend based on the quality of their content, rather than being compelled to attend by management or media partnerships.

Travel costs are funded entirely by APMHE and it does not accept offers from companies or organisations to fund travel or accommodation. This is in keeping with its impartiality and its stance to remain free of influence from any individual or organisation.

It regards itself as the leading provider of independent, differentiated healthcare news. It seeks to preserve the value of its news output for the benefit of its subscribers. Requests by non-subscribers for published articles are rejected to preserve that value. Access to the service is reserved solely for its subscribers.