

## Summary of the Policy Alignment Assessment checklist

Name of Organisation: Watermeadow Medical

Date: 15 March 2016

Tier: 1

Brief description of engagement: Exhibitor at ICO

	Assessment
1. Is the organisation directly connected with therapies or products which are claimed to benefit the health of overweight or obese people, and is there reasonable evidence for the claimed benefit or is there evidence of harm?	Provides communication support services for pharmaceutical companies, and is wholly owned by United Drug (UDG Healthcare) (Tier 1). Does not make weight management claims for its own products, but Watermeadow clients include most of the large pharmaceutical companies.
2. Is there reasonable evidence that the company has marketing /advertising strategies or undertakes lobbying or attempts political influence which may be deemed inconsistent or contradictory to World Obesity's advocacy positions or the positions of international bodies with which World Obesity is in official relations (e.g. the World Health Organization)?	No evidence
3. Are there any known organizations, bodies or campaigns being funded by the company which might be deemed inconsistent or contradictory to World Obesity's advocacy positions or the positions of international bodies with which World Obesity is in official relations (e.g. the World Health Organization)?	No evidence
4. Is there reasonable evidence the company is failing on ethical criteria, e.g. child labour and employee welfare practices; environmental and sustainability practices; human right practices, or that in contrast it has good practices in place?	No evidence. UDG Healthcare has a CSR report in its Annual Reports.
5. Does the company have a close business relationship with other commercial interests (e.g. subsidiary or parent company) that should be taken into account in the assessment of risk?	Watermeadow is wholly owned by UDG Healthcare, which provides services to the pharmaceutical industry, including wholesale distribution.
6. Are there other matters which might cause reputational damage or a conflict of interest? Are there any known concerns about the company's probity or reputation?	Exhibitor should promote only its own services, and not promote brands owned by any of its clients without prior approval.