



LETTER OF INTENT

The World Organization of Family
Doctors (WONCA)
and
The APEC Digital Hub for Mental Health
(the Digital Hub)
and
Upjohn, A Pfizer Division

It is generally and informally agreed that:

The World Organization of Family Doctors (WONCA), the Asia Pacific Economic Cooperation (APEC) Digital Hub for Mental Health (the Digital Hub), via its Host Institution, a collaborative partnership between the University of British Columbia (UBC), the University of Alberta (UA), and the Canadian Network for Mood and Anxiety Treatments (CANMAT), and Upjohn, A Pfizer Division will work together to achieve a common goal of advancing a multidisciplinary cross-sectoral collaborative approach to quality and accessible community mental health care.

1. Purposes

- a. To establish a general framework for cooperation.
- b. To work together to achieve a common goal of advancing a multidisciplinary cross-sectoral collaborative approach to quality and accessible community mental health care.
- c. To pursue collaborative opportunities that would benefit the missions of all organizations.
- d. To publicize within each organization the intent of this agreement and encourage collaboration with and support of the programs and initiatives of all parties.

2. Statement of mutual interest

The Mission of **WONCA** is to improve the quality of life of peoples of the world through defining and promoting its values, including respect for universal human rights and including gender equity, and by fostering high standards of care in general practice/family medicine. It also aims to engage with and inspire students and young doctors/health professionals to promote family practice as a career choice.

The APEC Digital Hub for Mental Health is established under the authority of the APEC Life Sciences Innovation Forum (LSIF) Executive Board. The Digital Hub's mission is to enhance awareness, share information and experiences, develop customized curricula, and facilitate the identification and implementation of evidence and practice-based models in multi-stakeholder collaboration and public-private partnership for the APEC region that (A) strengthen mental wellness in support of sustainable economic growth and (B) best meet the needs of individual member economies, in alignment with established international best practices. The Hub serves as a regional incubator of new ideas and practices as well as the focal point in APEC's work to strengthen mental health.

The Digital Hub Host Institution serves as the administrative and secretariat point of contact that supports the Digital Hub's work, including its network of regional partner institutions. Administrative and secretariat support may include, but is not limited to, coordinating activities related to the Hub, serving as the focal point for raising and distributing financial and in-kind resources, and reporting to the LSIF Executive Board.

The mission of **Upjohn, A Pfizer Division** is to relieve the burden of NCDs with trusted, quality medicines for every patient, everywhere. Inspired by the heritage of a company known for its pioneering science, Upjohn harnesses the power of 20 of Pfizer's most iconic established biopharmaceutical brands – across therapeutic areas including cardiovascular, pain, psychiatry, and urology – by thinking strategically and operating nimbly. We seek to leverage our portfolio, experience and expertise to become the trusted partner of choice to all stakeholders committed to improving patient health.

3. Terms and understanding between WONCA, the Digital Hub, and Pfizer Upjohn for strengthening the level of cooperation between the parties

The parties will mutually undertake the following activities:

- a. Exchange relevant publications, bulletins, and other information on a regular basis to educate their respective members and constituencies.
- b. Seek to collaborate to address issues of common concern, including joint strategies and projects that promote idea exchange and the sharing of best practices in the delivery of high quality community-based mental health services.
- c. Share information on public policy priorities and, wherever possible, incorporate and support health policy goals that promote improvement in mental health and mental health care.
- d. Designate an individual or individuals to serve as an organizational contact

4. Financial Arrangements

Should any programme or activity be presented for support, financial arrangements will be negotiated and agreed by all parties. The financial arrangements, rights to intellectual property, and publication of articles relating to each project and programme of cooperation will be in accordance with the specific agreement arrived at for that specific activity.

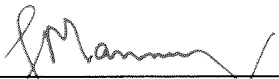
5. Coordination


Each party will be willing to use its best endeavours to work together offering advice and help with jointly agreed projects, activities and programmes.

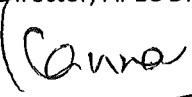
Each institution will nominate one key representative in charge of the programme of collaboration. In the first instance Dr Garth Manning (Chief Executive Officer) is nominated as representative of WONCA, Dr. Chee Ng (Professor of Psychiatry at University of Melbourne and Executive Team member of the Digital Hub) as representative of the Digital Hub, and Dr Priyan Ratnasingham (Medical Director, CNS & Pain - Research, Development & Medical) as representative of Pfizer Upjohn. The nominated representatives are tasked with acting as main contacts for individual and group activities and planning and coordinating all activities within his or her own institution. The representatives should meet on a regular basis to evaluate past activities and to plan for future collaboration programmes.

6. Duration of Understanding

This Letter of Intent will last in the first instance for three years from date of signature, indicating approval by all institutions. It can be modified or amended or renewed at any time during that period, with the agreement of all parties. It may be terminated by either party, giving thirty days' advance notification.

Signed by:  Date: 9th November 2019
Dr. Garth Manning
Chief Executive Officer, WONCA

Signed by:  Date: November 6, 2019
Dr. Raymond W. Lam
Executive Director, APEC Digital Hub for Mental Health

Signed by:  Date: 9 Nov 2019
Dr Kannan Subramaniam
Senior Medical Director
Research Development & Medical
Upjohn, A Pfizer Division