

Martindale Pharma, Pierre Fabre, Janssen and Pharmasure have breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry. In addition, Pierre Fabre was publicly reprimanded.

Martindale Pharma – Case AUTH/2961/6/17

For advertising Espranor oral lyophilisate (buprenorphine) (substitution therapy for opioid dependence) to the public and for making claims in material aimed at patients and health professionals which were, *inter alia*, prejudicial to patient safety, Martindale was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 7.2** - Providing misleading information
- Clause 7.3** - Making misleading comparisons
- Clause 7.4** - Making unsubstantiated claims
- Clause 7.9** - Making claims that did not reflect the available evidence regarding possible adverse reactions
- Clause 9.1** - Failing to maintain high standards
- Clause 26.1** - Advertising a prescription only medicine to the public
- Clause 26.2** - Providing unbalanced information and encouraging members of the public to ask for a specific prescription only medicine

Pierre Fabre – Case AUTH/2962/7/17

For briefing representatives about Toviaz (fesoterodine) using an uncertified presentation and failing to provide complete information, Pierre Fabre was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 9.1** - Failing to maintain high standards
- Clause 14.1** - Failing to certify promotional material
- Clause 15.9** - Producing representatives' briefing material that did not comply with the relevant requirements of the Code

The Code of Practice Appeal Board publicly reprimanded Pierre Fabre for providing inaccurate information to the Panel.

Janssen – Case AUTH/2978/9/17

For promoting a medicine prior to the grant of its authorization Janssen was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 3.1** - Promotion prior to the grant of the marketing authorization
- Clause 9.1** - Failing to maintain high standards

Pharmasure – Case AUTH/3008/1/18

For providing a group of health professionals with a hamper of chocolates, Pharmasure was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 9.1** - Failing to maintain high standards
- Clause 18.1** - Providing a gift in connection with the promotion of medicines

Pierre Fabre – Case AUTH/3012/1/18

For failing to certify representatives' briefing materials and one presentation aimed at health professionals which promoted an unlicensed medicine, including briefing materials related to Toviaz (fesoterodine) that were misleading, not capable of substantiation, and which advocated a course of action likely to lead to a breach of the Code, Pierre Fabre was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 3.1** - Promoting an unlicensed medicine
- Clause 7.2** - Providing misleading information
- Clause 7.4** - Making an unsubstantiated claim
- Clause 9.1** - Failing to maintain high standards
- Clause 14.1** - Failing to certify material
- Clause 15.9** - Producing briefing material likely to lead to a breach of the Code

The case reports were published in the PMCPA May 2018 Code of Practice Review; the public reprimand appeared on the front cover. The case reports and Code of Practice Review are available at www.pmcpa.org.uk.

The Prescription Medicines Code of Practice Authority (PMCPA) was established by The Association of the British Pharmaceutical Industry (ABPI) to operate the ABPI Code of Practice for the Pharmaceutical Industry independently of the ABPI. The PMCPA is a division of the ABPI. The Code covers the promotion of medicines for prescribing to health professionals and the provision of information to the public about prescription only medicines.

If you have any concerns about the activities of pharmaceutical companies in this regard, please contact the PMCPA at 7th Floor, 105 Victoria St, London, SW1E 6QT or email: complaints@pmcpa.org.uk.

The Code and other information, including details about ongoing cases, can be found on the PMCPA website: www.pmcpa.org.uk