

The ABPI Code of Practice for the Pharmaceutical Industry sets standards for the promotion of medicines for prescribing to health professionals and the provision of information to the public about prescription only medicines. Publicity is the main sanction when breaches of the Code are ruled. The latest cases ruled in breach of Clause 2 of the Code (a sign of particular censure) are highlighted below.

Lundbeck Limited, A Menarini Pharma, Bayer plc, HRA Pharma UK and GlaxoSmithKline have each breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

Lundbeck – Case AUTH/2617/7/13

A Menarini – Case AUTH/2629/8/13

Bayer plc – Case AUTH/2631/8/13

For each sponsoring one or two speakers and paying for exhibition space at a meeting which was not primarily for educational purposes and the impression given by their involvement, each company 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 19.1** - Failing to meet the requirements for meetings

HRA Pharma UK – Case AUTH/2624/8/13

As a result of emails sent by a representative to a health professional regarding the provision of an emergency contraception service and the use of ellaOne (ulipristal acetate), HRA Pharma 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** - Making a misleading claim
- Clause 7.10** - Making an exaggerated claim
- Clause 8.2** - Disparaging a service provision
- Clause 9.1** - Failing to maintain high standards
- Clause 15.2** - Failing to maintain a high standard of ethical conduct

GlaxoSmithKline – Case AUTH/2649/10/13

As a result of a voluntary admission that it had not formally certified materials relating to a joint working project with the NHS until some months after the project had started, GlaxoSmithKline 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 14.3** - Failing to certify joint working materials before use.

The full case reports were published in the PMCPA February Code of Practice Review and are also available at www.pmcpa.org.uk

The Prescription Medicines Code of Practice Authority (PMCPA) administers The Association of the British Pharmaceutical Industry's (ABPI) Code of Practice for the Pharmaceutical Industry at arm's length from the Association itself. 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 complaints@pmcpa.org.uk.

The Code and other information, including details about ongoing cases, can be found on the PMCPA website.