

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 case in which a company is publicly reprimanded is highlighted below.

## **Chiesi has breached the ABPI Code of Practice for the Pharmaceutical Industry and in addition it has been publicly reprimanded.**

### **Chiesi – Case AUTH/2618/7/13**

For making a misleading and unsubstantiated claim about Fostair, Chiesi was ruled in breach of the following clauses of the Code:

**Clause 7.2** - Making a misleading claim.

**Clause 7.4** - Making an unsubstantiated claim.

The Code of Practice Panel reported the company to the Code of Practice Appeal Board for providing inaccurate information. The Appeal Board considered that this was completely unacceptable and it publicly reprimanded Chiesi.

The full case report was published in the PMCPA February Code of Practice Review and is also available at [www.pmcpa.org.uk](http://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](mailto:complaints@pmcpa.org.uk).

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