

## **Principles and overview of self-regulation – to be listed in the introduction to the ABPI Code.**

- 1 The pharmaceutical industry in the United Kingdom is committed to benefiting patients by operating in a professional, ethical and transparent manner to ensure the appropriate use of medicines and support the provision of high quality healthcare.
- 2 Patient safety is the priority. All information relating to safety must be shared accurately and transparently
- 3 The aim of the Code is to ensure that the promotion of medicines to health professionals and other relevant decision makers and other activities are carried out within a robust framework to support high quality patient care.
- 4 Prescription only medicines must not be promoted to the public.
- 5 Working with patients and patient organisations can bring significant public health benefits.
- 6 Information about prescription only medicines made available to the public must be factual, balanced not misleading and must not encourage prescription of a specific prescription only medicine.
- 7 Whilst the industry has a legitimate right to promote medicines to health professionals, the Code recognises and seeks to balance the needs of patients, health professionals and the public, bearing in mind the environment within which the industry operates and the statutory controls governing medicines.
- 8 The Code supports the independence of the prescribing decisions of health professionals.
- 9 Transparency is an important means of building and maintaining confidence in the pharmaceutical industry.
- 10 Companies must ensure that their materials are appropriate, factual, fair, balanced, up-to-date, not misleading and capable of substantiation and that all other activities are appropriate and reasonable. Promotion must be within the terms of the marketing authorization and not be disguised. Material must be tailored to the audience.
- 11 Companies are responsible under the Code for the activities of their staff and third parties. Training must be provided.
- 12 It is a condition of membership of the ABPI to abide by the Code in both the spirit and the letter. In addition many non member companies agree to comply with the Code and accept the jurisdiction of the PMCPA.
- 13 Any complaint made against a company under the Code is regarded as a serious matter both by that company and by the industry as a whole. Sanctions are applied against a company ruled in breach of the Code.

7 November 2018