

PMCPAPrescription Medicines
Code of Practice Authority

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.

Grünenthal Ltd and Vifor Pharma UK Limited have each breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon the pharmaceutical industry and reduced confidence in the pharmaceutical industry. In addition, Grünenthal has been publicly reprimanded.

Grünenthal – Case AUTH/2327/6/10

For the manner in which its health economic liaison managers raised interest in and awareness of an unlicensed medicine, Grünenthal was ruled in breach of the following clauses of the Code in 2010:

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

The Code of Practice Panel reported the company to the Code of Practice Appeal Board. During its consideration of this matter, the Appeal Board noted that Grünenthal had provided misinformation in its response to recommendations following an audit. For providing misinformation Grünenthal was publicly reprimanded by the Appeal Board.

Vifor – Case AUTH/2442/10/11

For failing to comply with an undertaking to withdraw two press releases which bore similar claims to material which had previously been ruled in breach of the Code, Vifor 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 25** - Failing to comply with an undertaking.

The full case reports were published in the PMCPA May Code of Practice Review and is 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, Southside, 105 Victoria Street, 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.