

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 ruled in breach of Clause 2 of the Code (a sign of particular censure) is highlighted below.

**Eli Lilly has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.**

**Eli Lilly – Case/0685/08/25**

For its provision of a press release to the BBC, which promoted a prescription only medicine, orforglipron, prior to the grant of its marketing authorisation, Eli Lilly was ruled in breach of the following clauses of the 2024 Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 3.1** - Promoting a medicine prior to the grant of its marketing authorisation
- Clause 5.1** - Failing to maintain high standards

The case report is available at [www.pmcpa.org.uk](http://www.pmcpa.org.uk).

The Prescription Medicines Code of Practice Authority (PMCPA) is the self-regulatory body for the pharmaceutical industry in the UK and 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 2<sup>nd</sup> Floor, Goldings House, Hay's Galleria, 2 Hay's Lane, London, SE1 2HB, email: [complaints@pmcpa.org.uk](mailto:complaints@pmcpa.org.uk), or visit [www.pmcpa.org.uk/complaints-procedure/make-a-complaint](http://www.pmcpa.org.uk/complaints-procedure/make-a-complaint).

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