
14 January 2021

Dear Colleagues,

We are delighted to confirm that the proposed 2021 ABPI Code of Practice was approved by ABPI members at a special General Meeting on Tuesday 12 January 2021. This marks a significant milestone after many months of work.

The ABPI Code sets out the requirements the industry must comply with and supports our commitment to self-regulation and to operate in a professional, ethical and transparent manner. The PMCPA has today made available on its website the approved requirements of the 2021 Code along with a range of supporting materials. <https://www.pmcpa.org.uk/the-code/forthcoming-2021-abpi-code-of-practice/>

As you know, the 2021 Code does not come into operation until 1 July 2021; we will be publishing the final ABPI Code booklet closer to that date.

The next few months will see briefings and information being made available to help companies and stakeholders understand and implement the 2021 Code so they are ready for its implementation. While the foundations of the Code remain the same, it is structured quite differently, and there are important new requirements and features to be aware of. The PMCPA supporting material includes a summary of the changes.

The 2021 Code incorporates the new ABPI Principles. These set out the behaviours that embody the spirit of the Code, and the ABPI's expectation is that companies start now in building these into their culture and ways of doing business.

The new ABPI Principles are: Benefitting patients, acting with integrity, ensuring transparency, and treating everyone with respect. Senior leaders in companies are asked to champion the adoption of the new ABPI Principles, drive implementation across their organisation and ensure staff behave in a manner consistent with the principles.

The updated and reformatted Code has six distinct sections, which are colour-coded, for different audiences and activities. Patient organisations and individuals representing them have been incorporated into certain general requirements covering a range of stakeholders. The first section of the Code is the overarching requirements, these have broad applicability, and it is important these are trained into all levels of your companies.

Other changes include the introduction of the concept of collaborative working, which offers greater flexibility for broader working with NHS organisations as well as incorporating the existing concept of joint working. Under the 2021 Code companies will have to disclose more

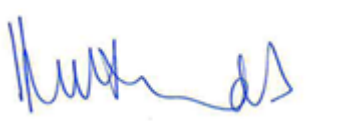
information about payments to the public, including patients and journalists starting with the disclosure of 2022 data in 2023.

It is essential that companies start taking immediate action to update their policies and procedures and be ready for 1 July to put the 2021 Code into practice. The ABPI and PMCPA are currently working on materials to support this work, and we will provide an update shortly.

We would like to thank all those who took the time to provide comment during the public consultation, these were very valuable and helped in the development of the agreed requirements.

We look forward to working with you as we move towards implementation of the new 2021 ABPI Code of Practice.

Best wishes



Heather Simmonds
Director
PMCPA



Richard Torbett
Chief Executive
ABPI

If you have questions for the ABPI please contact Jill Pearcy.

Questions for the PMCPA should be sent to info@pmcpa.org.uk