

Daiichi-Sankyo, Lundbeck, AstraZeneca and Biogen have breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry. In addition, UCB has breached the ABPI Code and reduced confidence in the pharmaceutical industry.

Daiichi-Sankyo – Case AUTH/3542/7/21

For a misleading claim for Nilemdo (bempedoic acid) and Nustendi (bempedoic acid and ezetimibe) which did not clearly state their contraindications with the concomitant use with certain doses of simvastatin (information in this regard was provided in a footnote), was not capable of substantiation and potentially adversely affected patient safety, Daiichi-Sankyo was ruled in breach of the following clauses of the 2021 Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 5.1** - Failing to maintain high standards
- Clause 6.1** - Making a misleading claim
- Clause 6.2** - Making an unsubstantiated claim

Lundbeck – Case AUTH/3550/7/21

For promoting a pipeline product at a symposium session, and for that session to be available on demand on a third party website (without the pharmaceutical company's permission), Lundbeck was ruled in breach of the following clauses of the 2019 Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 3.1** - Promoting a medicine prior to its marketing authorisation
- Clause 9.1** - Failing to maintain high standards
- Clause 9.10** - Failing to be sufficiently clear as to the company's role and involvement

UCB – Case AUTH/3554/8/21

For promotion of Bimzelx (bimekizumab) to the public on LinkedIn, UCB was ruled in breach of the following clauses of the 2021 Code:

- Clause 2** - Reducing confidence in the pharmaceutical industry
- Clause 5.1** - Failing to maintain high standards
- Clause 26.1** - Promoting a prescription only medicine to the public

AstraZeneca UK Limited – Case AUTH/3561/9/21

For AstraZeneca providing an uncertified post to be posted by a senior employee on his/her personal LinkedIn account and failing to recognise the promotional nature of the post; for failing to appropriately brief a very senior employee for a press interview; for failing to ensure that a press release dealing with a sensitive subject complied with relevant requirements of the Code and for failing to notify a newspaper about the potential implications of quotes given the sensitivity of the subject matter, AstraZeneca was ruled in breach of the following clauses of the 2021 Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 5.1** - Failing to maintain high standards
- Clause 6.1** - Including exaggerated and misleading information
- Clause 8.1** - Failing to certify promotional material
- Clause 11.2** - Promoting an unlicensed indication
- Clause 26.1** - Promoting a prescription only medicine to the public
- Clause 26.2** - Encouraging members of the public to ask for a specific prescription only medicine

Biogen Idec – Case AUTH/3575/11/21

For a local senior leader, who had since left Biogen Idec, sending an email to a broad internal audience in 2018, which linked a fundraising activity with the work that the recipient charities were doing with Biogen Idec in relation to Spinraza (nusinersen sodium), Biogen Idec was ruled in breach of the following clauses of the 2016 Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 9.1** - Failing to maintain high standards

The case reports are available at www.pmcpa.org.uk.

The Prescription Medicines Code of Practice Authority (PMCPA) 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 2nd Floor Goldings House, Hay's Galleria, 2 Hay's Lane, London, SE1 2HB or email: complaints@pmcpa.org.uk.

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