

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) and where companies were publicly reprimanded is highlighted below.

GSK has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry. In addition, GSK was publicly reprimanded.

GSK – Case/0874/02/26

For failing to provide the Code of Practice Panel and Appeal Board with a full and frank disclosure of all relevant information in its submission and communications for Case/0269/08/24, GSK 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 5.1** - Failing to maintain high standards

In addition, the Code of Practice Appeal Board required GSK to be publicly reprimanded for its significant failure to comply with the crucial requirement, expected of all those enjoying the privilege of self-regulation, of complete transparency and openness with the Regulator.

The case report and public reprimand are available at 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 2nd Floor, Goldings House, Hay's Galleria, 2 Hay's Lane, London, SE1 2HB, email: complaints@pmcpa.org.uk, or visit 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.