

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.

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

CSL Seqirus – Case/0796/11/25

For its failure to disclose substantial payments to a healthcare organisation over a period of three years and for a lack of appropriate documentation for these payments, CSL Seqirus was ruled in breach of the following clauses:

2019 Code

- Clause 19.2** - Failing to document and keep on record a grant to a healthcare organisation
- Clause 24.1** - Failing to publicly disclose certain transfers of value made to a healthcare organisation located in Europe

2021 Code

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 5.1** - Failing to maintain high standards at all times
- Clause 23.2** - Failing to have a written agreement in place for a grant
- Clause 28.1** - Failing to publicly disclose certain transfers of value made to a healthcare organisation located in Europe

The case report is 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.