

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.

**Angelini Pharma UK-I Limited has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.**

**Angelini Pharma UK-I Limited – Case AUTH/3916/5/24**

Angelini was ruled in breach of Clause 2 of the 2021 Code in relation to an in-person presentation by a contracted speaker at a company-organised promotional meeting, and its recording, which criticised the European Medicines Agency’s licensing decisions.

For that, reference to the European Medicines Agency, inadequate briefing of the speaker and lack of action to correct the speaker, and for promotion at two meetings that was inconsistent with the marketing authorisation for cenobamate, and for failing to certify the on-demand versions of two videos and 14 sets of slides (13 of which also lacked prescribing information and the adverse event reporting statement) and two on-street banners, Angelini was ruled in breach of the following clauses of the 2021 Code:

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|--------------------|---|
| <b>Clause 2</b>    | - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry                                    |
| <b>Clause 5.1</b>  | - Failing to maintain high standards  |
| <b>Clause 8.1</b>  | - Failing to certify promotional material   |
| <b>Clause 11.2</b> | - Promoting a medicine for an unlicensed indication   |
| <b>Clause 12.1</b> | - Failing to include prescribing information  |
| <b>Clause 12.9</b> | - Failing to include the adverse event reporting statement  |
| <b>Clause 15.2</b> | - Including a reference to the licensing authority when this was not specifically required by the licensing authority |

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