

**PMCPA**

Prescription Medicines  
Code of Practice Authority

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.

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

**Bayer Healthcare – Case AUTH/2402/4/11**

For using Twitter to announce the launch of two prescription only medicines, Bayer Healthcare was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry.
- Clause 9.1** - Failing to maintain high standards.
- Clause 22.1** - Advertising a prescription only medicine to the public.
- Clause 22.2** - Encouraging members of the public to ask their health professional to prescribe a specific prescription only medicine.

The full case report was published in the PMCPA August Code of Practice Review and is also available at [www.pmcpa.org.uk](http://www.pmcpa.org.uk)

**The Prescription Medicines Code of Practice Authority (PMCPA) administers The Association of the British Pharmaceutical Industry's (ABPI) Code of Practice for the Pharmaceutical Industry at arm's length from the Association itself. 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 Southside, 7th Floor, 105 Victoria Street, London, SW1E 6QT** or [complaints@pmcpa.org.uk](mailto:complaints@pmcpa.org.uk).

The Code and other information, including details about ongoing cases, can be found on the PMCPA website.