

PMCPAPrescription 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.

Voluntary admission by Bayer – Case AUTH/2490/3/12

Bayer made a voluntary admission in relation to the distribution of unapproved documents associated with a proposed joint working project. Bayer was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry.
- Clause 3.1** - Promoting a medicine for an indication for which it had no marketing authorization.
- Clause 4.1** - Failing to include prescribing information in promotional material.
- Clause 4.10** - Failing to include a statement in relation to adverse event reporting in promotional material.

- Clause 4.11** - Failing to include an inverted black triangle on promotional material to denote that special reporting requirements were required in relation to adverse events.
- Clause 7.2** - Making inaccurate and misleading claims.
- Clause 7.3** - Making a misleading comparison with another medicine.
- Clause 7.4** - Making unsubstantiated claims.
- Clause 9.1** - Failing to maintain high standards.
- Clause 12.1** - Disguising promotional materials.
- Clause 14.1** - Failing to certify promotional material before issue.
- Clause 15.2** - A representative failing to maintain high standards of ethical conduct.

The full case report was published in the PMCPA August Code of Practice Review and is also available at 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 7th Floor, Southside, 105 Victoria Street, London, SW1E 6QT** or complaints@pmcpa.org.uk.

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