

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.

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

Servier – Case AUTH/2671/11/13

For failing to disclose clinical trial results within an internationally agreed timeframe, Servier was ruled in breach of the following clauses of the 2008 and 2011 Codes:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 9.1** - Failing to maintain high standards
- Clause 21.3** - Failing to meet the required timeframe in which to disclose details of clinical trials.

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, 105 Victoria St, 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.