

**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.

## **Pharmaxis Pharmaceuticals Ltd has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.**

### **Pharmaxis – Case AUTH/2643/10/13**

For failing to correctly categorize a series of materials as either promotional or non-promotional at the outset, and to thus correctly certify them, together with failing to certify the final form of promotional material, Pharmaxis 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 14.1** - Failing to certify material in its final form
- Clause 14.3** - Failing to certify a medical and educational good and service
- Clause 14.3** - Certifying a promotional medical and educational good and service.

The full case report was published in the PMCPA May 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 7th Floor, 105 Victoria St, 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.