

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 cases ruled in breach of Clause 2 of the Code (a sign of particular censure) are highlighted below.

Sanofi has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry. In addition Sanofi has been publicly reprimanded.

Sanofi – Case AUTH/2620/7/13

For failing to comply with an undertaking by using a claim about Lyxumia (lixisenatide) in a journal supplement similar to one previously ruled in breach of the Code, Sanofi was ruled in breach of the following clauses of the Code:

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| Clause 2 | - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry. | Clause 9.1 | - Failing to maintain high standards. |
| | | Clause 25 | - Failing to comply with an undertaking. |

Voluntary admission by Sanofi – Case AUTH/2736/9/14

Sanofi voluntarily admitted its failure to disclose and document its interactions with numerous patient organisations, Sanofi was ruled in breach of the following clauses of the Code:

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| Clause 2 | - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry. | | organisations to which it provided support (Second 2012 Edition of the Code). |
| Clause 9.1 | - Failing to maintain high standards. | Clause 23.8 | - Failing to make publicly available a complete and accurate list of patient organisations it had engaged to provide significant, contracted services (Second 2012 Edition of the Code). |
| Clause 14.3 | - Failing to certify. | | |
| Clause 23.3 | - Failing to have written agreements with patient organisations (Second 2012 Edition of the Code). | Clause 24.3 | - Failing to have written agreements with patient organisations (2014 Code). |
| Clause 23.7 | - Failing to make publicly available a complete and accurate list of patient | | |

The Appeal Board was extremely concerned about the breadth and scale of the failings and it publicly reprimanded Sanofi.

Otsuka Pharmaceuticals (UK) Ltd has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

Otsuka – Case AUTH/2752/3/15

Due to the inappropriate conduct of one of its senior employees, Otsuka was ruled in breach of the following clauses of the Code:

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| Clause 2 | - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry. | Clause 9.1 | - Failing to maintain high standards. |
| | | Clause 22.1 | - Provision of inappropriate hospitality. |

The full case reports were published in the PMCPA May 2015 Code of Practice Review and are 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.