

Sunovion Pharmaceuticals Europe Ltd and Shield Therapeutics have breached the ABPI Code of Practice for the Pharmaceutical Industry and have brought discredit upon, and reduced confidence in the pharmaceutical industry. In addition, Sunovion was publicly reprimanded.

Sunovion – Case AUTH/3027/3/18

Sunovion voluntarily admitted its failure to disclose and document its interactions with patient organisations to which it provided financial support and/or significant indirect/non-financial support. Sunovion 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 27.7** - Failing to disclose an accurate list of patient organisations to which it provided financial support and/or significant indirect/non-financial support.

The Code of Practice Appeal Board subsequently publicly reprimanded Sunovion for providing inaccurate information to the PMCPA. The interim case report is available at www.pmcpa.org.uk. The public reprimand appears on the front cover of the PMCPA November Code of Practice Review.

Shield – Case AUTH/3037/4/18

For producing a website that promoted both licensed and unlicensed medicines to the general public that was uncertified and did not include or refer to prescribing information, Shield 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 unlicensed medicines
- Clause 4.1** - Failing to include prescribing information
- Clause 4.6** - Failing to include a clear, prominent statement as to where prescribing information could be found
- Clause 9.1** - Failing to maintain high standards
- Clause 14.3** - Failing to certify
- Clause 26.1** - Promoting a prescription only medicine to the public
- Clause 28.1** - Producing a website that contained promotional material which was not directed towards health professionals and other relevant decision makers

The full case report appears in the printed version of the Code of Practice Review in November which is available at www.pmcpa.org.uk.

The Prescription Medicines Code of Practice Authority (PMCPA) was established by The Association of the British Pharmaceutical Industry (ABPI) to operate the ABPI Code of Practice for the Pharmaceutical Industry independently of the ABPI. The PMCPA is a division of the ABPI. 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 email: complaints@pmcpa.org.uk.

The Code and other information, including details about ongoing cases, can be found on the PMCPA website: www.pmcpa.org.uk.