

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 where a company was publicly reprimanded is highlighted below.

Sunovion Pharmaceuticals Europe Ltd has breached the ABPI Code of Practice for the Pharmaceutical Industry and in addition it has been publicly reprimanded.

Sunovion – Case AUTH/2935/2/17

For one of its managers encouraging staff at a regional sales meeting to suggest to customers that if they did not consider Latuda (lurasidone) as part of a patient review there might be legal consequences, Sunovion was ruled in breach of the following clauses of the Code:

Clause 15.2 - Failing to maintain a high standard of ethical conduct in the field force.

Clause 15.9 - Providing verbal direction that advocated a course of action which would be likely to lead to a breach of the Code.

The Code of Practice Appeal Board subsequently publicly reprimanded Sunovion for providing inaccurate and misleading information to the Panel and the Appeal Board. The Appeal Board considered that self-regulation relied, *inter alia*, upon the provision of complete and accurate information. The Appeal Board also required Sunovion to be audited. The interim case report 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.