

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) and/or where companies were required to issue a corrective statement or were publicly reprimanded are highlighted below.

Astellas UK and Astellas Europe have each breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry. In addition, both companies have been publicly reprimanded.

Astellas UK and Astellas Europe – Cases AUTH/2939/2/17 and AUTH/2940/2/17

Astellas UK and Astellas Europe each voluntarily admitted that the prescribing information for a number of their medicines had been incomplete, by the omission of some adverse events and the like, for several years and they were each ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry.
- Clause 4.1** - Providing incomplete prescribing information.
- Clause 9.1** - Failing to maintain high standards.

The Code of Practice Panel reported Astellas UK and Astellas Europe to the Code of Practice Appeal Board, which publicly reprimanded both companies and both were required to be audited. The Appeal Board also reported both companies to the ABPI Board which decided to extend Astellas UK's current suspension from membership of the ABPI from 24 June 2016 for a further 12 months (subject to review). The interim case reports are available at www.pmcpa.org.uk. The public reprimand appears on the front cover of the PMCPA August Code of Practice Review which is also 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.