

Pfizer Ltd, Novartis Pharmaceuticals UK Ltd and Tor Generics Ltd have breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

Pfizer and Novartis – Cases AUTH/2928/1/17 and AUTH/2929/1/17

For failing to comply with their previous undertakings by continuing to misleadingly promote Ultibro Breezhaler (indacaterol/glycopyrronium) without setting that within the context of its licensed indication and for producing representatives' briefing material that was not sufficiently clear Pfizer and Novartis were ruled in breach of the following clauses of the Code.

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry.
- Clause 3.2** - Making claims inconsistent with the SPC.
- Clause 7.2** - Making misleading claims as to the licensed indications of a medicine.
- Clause 9.1** - Failing to maintain high standards.
- Clause 15.9** - Producing representatives' briefing material that was likely to lead to a breach of the Code.
- Clause 29** - Failing to comply with an undertaking.

Tor Generics – Case AUTH/2950/4/17

For promoting Tor-bac (saline solution for injection) which was not yet licensed, but was expected to be classified as a prescription only medicine, in a magazine aimed at the public, Tor Generics 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.

The full case reports were published in the August 2017 Code of Practice Review and are 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.