

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) or where companies were publicly reprimanded are highlighted below.

AstraZeneca has been publicly reprimanded. Indivior UK Limited has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

AstraZeneca – Case AUTH/3013/1/18

For failing to certify an advisory board meeting that involved travel outside the UK, AstraZeneca was ruled in breach of the following clauses of the Code:

- Clause 9.1** - Failing to maintain high standards.
- Clause 14.2** - Failing to certify a meeting involving travel outside the UK.

After initial publication of the case report, further information was received which appeared to come from the original complainant suggesting that AstraZeneca had not provided the Code of Practice Panel with complete information. The Panel reconvened to consider the further information and although it was concerned about AstraZeneca's approach to the provision of information to the Panel, it decided not to report the company to the Code of Practice Appeal Board on this occasion. However, on receiving an update, the Appeal Board's view was that further sanctions should be considered and following receipt of comments from AstraZeneca it publicly reprimanded the company for failing to provide complete and accurate information in an open and transparent way.

Indivior – Case AUTH/3138/12/18

For failing to disclose transfers of value made directly or indirectly to health professionals and healthcare organisations located in the UK, Indivior was ruled in breach of the following clauses:

- Clause 2** - Bringing discredit upon and reducing confidence in the pharmaceutical industry.
- Clause 9.1** - Failing to maintain high standards.
- Clause 24.1** - Failing to disclose transfers of value.
- Clause 24.4** - Failing to disclose transfers of value in the required timeframe.

The case reports can be found on www.pmcpa.org.uk. The public reprimand appears on the front cover of the PMCPA May 2020 Code of Practice Review and under Publications on the website.