

Boehringer Ingelheim, Vifor Pharma, GlaxoSmithKline and Sintetica have breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

Boehringer Ingelheim – Case AUTH/3293/1/20

For a misleading claim that Pradaxa 110mg (dabigatran) could be used in any patient at increased risk of bleeding when it was contraindicated in those with severe renal impairment, which risked patient safety, Boehringer Ingelheim was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 7.2** - Making a misleading claim
- Clause 9.1** - Failing to maintain high standards.

Vifor Pharma – Case AUTH/3301/1/20

For a website which promoted intravenous (IV) iron and was linked to the promotion of Ferinject (ferric carboxymaltose) and which was not sufficiently complete for the recipient to form their own opinion of the therapeutic value of the medicines, included a misleading comparison with oral iron and did not have the required obligatory information, Vifor was 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** - Failing to include prescribing information
- Clause 4.6** - Failing to include a clear, prominent statement as to where prescribing information could be found
- Clause 4.9** - Failing to include information about how to report adverse events
- Clause 7.2** - Making a misleading claim
- Clause 7.3** - Making misleading comparisons
- Clause 9.1** - Failing to maintain high standards
- Clause 14.1** - Failing to certify promotional material

GlaxoSmithKline – Case AUTH/3308/2/20

For a webinar registration page which promoted Relvar (fluticasone/vilanterol) but failed to comply with an undertaking in a previous case, GlaxoSmithKline was 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** - Failing to include up-to-date prescribing information
- Clause 4.4** - Failing to provide prescribing information in digital material
- 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 29** - Failing to comply with an undertaking

Sintetica – Case AUTH/3309/2/20

For promoting Ampres 20mg/ml solution for injection (chloroprocaine hydrochloride) to the public on a personal LinkedIn account, Sintetica 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 26.1** - Promoting a prescription only medicine to the public
- Clause 26.2** - Encouraging members of the public to ask for a specific prescription only medicine.

The case reports 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.