

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 ruled in breach of Clause 2 of the Code (a sign of particular censure) and/or where companies were publicly reprimanded is highlighted below.

Novo Nordisk has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry. The company was also publicly reprimanded and reported to the ABPI Board.

Novo Nordisk – Case AUTH/3525/6/21

For arrangements regarding Novo Nordisk's involvement in the provision of a service by a third party training provider, including in relation to the payment of Patient Group Direction's (PGDs) for individual health professionals, which brought discredit upon, and reduced confidence in, the pharmaceutical industry, Novo Nordisk was ruled in breach of the following clauses of the 2019 Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 9.1** - Failing to maintain high standards and secondly for failing to certify promotional material
- Clause 4.1** - Failing to include prescribing information
- Clause 9.10** - Failing to indicate, at the outset, that the training and offer of PGDs was sponsored by Novo Nordisk
- Clause 12.1** - Disguised promotion

Clause 18.1 - Offering a benefit to individual health professionals that did not meet the requirements of the Code and was considered an inducement to prescribe, supply, administer and/or recommend Saxenda

Clause 22.4 - Failing to disclose, at the outset, in all of the papers relating to the meetings that the training had been sponsored by Novo Nordisk

The Appeal Board publicly reprimanded Novo Nordisk and reported the company to the ABPI Board which required that the company undergo an audit. On consideration of the report of the audit and Novo Nordisk's comments upon it, the ABPI Board would then decide whether any further action was required.

The interim case report and the public reprimand 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 2nd Floor Goldings House, Hay's Galleria, 2 Hay's Lane, London, SE1 2HB 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.