

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) is highlighted below.

AstraZeneca has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

ASTRAZENECA – Case/0387/12/24

For using a claim which misleadingly implied that Symbicort (budesonide/formoterol) Turbohaler with AIR (anti-inflammatory reliever) therapy was suitable for all newly diagnosed asthma patients aged 12 years and over, AstraZeneca was ruled in breach of the following clauses of the 2024 Code:

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| Clause 2 | - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry |
| Clause 5.1 | - Failing to maintain high standards at all times |
| Clause 6.1 | - Making a misleading claim |
| Clause 6.2 | - Making an unsubstantiated claim |

The case report is 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, email: complaints@pmcpa.org.uk, or visit www.pmcpa.org.uk/complaints-procedure/make-a-complaint.

The Code and other information, including details about ongoing cases, can be found on the PMCPA website: www.pmcpa.org.uk.