

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) is highlighted below.

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

Theramex HQ UK Ltd – Case/0303/09/24

For failing to provide accurate and complete prescribing information, failing to promptly update prescribing information following changes to the summaries of product characteristics, not disclosing the details of two non-interventional studies in the appropriate manner, and the quality of relevant process documentation, Theramex was ruled in breach of the following clauses of the 2021 Code:

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| Clause 2 | - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry |
| Clause 4.7 | - Failing to publish the summary details and results of non-interventional studies of marketed medicines |
| Clause 5.1 | - Failing to maintain high standards |
| Clause 8.3 | - Failing to certify protocols relating to non-interventional studies |
| Clause 12.1 | - Failing to provide accurate and up-to-date prescribing information |

In addition, the Code of Practice Appeal Board required that a senior representative of Theramex should be invited to attend a future meeting to report on progress and confirm that appropriate action has been taken.

The interim 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.