



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 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) are highlighted below.

## Otsuka, AstraZeneca and Daiichi Sankyo have breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

### Otsuka Pharmaceuticals UK Ltd – Case AUTH/3751/3/23

For failure to include important information in a healthcare professionals educational guide, that treatment with Jinarc (tolvaptan) should be discontinued if renal insufficiency progresses to CKD stage 5, which could potentially impact patient safety, Otsuka was ruled in breach of the following clauses of the 2021 Code:

- Clause 2** – Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 5.1** – Failing to maintain high standards
- Clause 6.1** – Providing misleading information

### AstraZeneca – Case AUTH/3769/5/23

For failure to comply with the undertaking and assurance given in Case AUTH/3488/3/21, due to the omission of Symbicort (budesonide, formoterol fumarate dihydrate) prescribing information in Case AUTH/3585/11/21, AstraZeneca was ruled in breach of the following clauses of the 2021 Code:

- Clause 2** – Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 3.3** – Failing to comply with an undertaking
- Clause 5.1** – Failing to maintain high standards

### Daiichi Sankyo – Case AUTH/3770/5/23

For failing to state a Nustendi (bempedoic acid, ezetimibe) contraindication regarding coadministration with a statin in patients with active liver disease or unexplained persistent elevations in serum transaminases, within the tolerability section of a promotional website, which could potentially impact patient safety, Daiichi Sankyo was ruled in breach of the following clauses of the 2021 Code:

- Clause 2** – Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 5.1** – Failing to maintain high standards
- Clause 6.1** – Providing misleading information
- Clause 6.2** – Providing misleading information that was incapable of substantiation

The case reports are available at [www.pmcpa.org.uk](http://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](mailto: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](http://www.pmcpa.org.uk).