

PMCPAPrescription Medicines
Code of Practice Authority

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.

Boehringer Ingelheim Limited has 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/2424/8/11

For commissioning an article in a medical journal which was disguised promotion of Trajenta before the grant of a marketing authorization that permitted its sale or supply, Boehringer Ingelheim was ruled in breach of the following clauses of the Code:

- | | |
|--|--|
| <p>Clause 2 - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry</p> <p>Clause 3.1 - Promoting a medicine before the grant of a marketing authorization</p> <p>Clause 7.2 - Making an inaccurate claim</p> <p>Clause 7.4 - Making an unsubstantiated claim</p> <p>Clause 7.9 - Making an unsubstantiated claim about the comparative safety of a medicine</p> | <p>Clause 7.10 - Making a claim for a special merit which could not be substantiated</p> <p>Clause 9.1 - Failing to maintain high standards</p> <p>Clause 9.10 - Failing to clearly indicate its sponsorship of material relating to medicines and their uses</p> <p>Clause 12.1 - Disguising promotional materials.</p> |
|--|--|

The full case report was published in the PMCPA February Code of Practice Review and is also available at www.pmcpa.org.uk

The Prescription Medicines Code of Practice Authority (PMCPA) administers The Association of the British Pharmaceutical Industry's (ABPI) Code of Practice for the Pharmaceutical Industry at arm's length from the Association itself. 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, Southside, 105 Victoria Street, London, SW1E 6QT** or complaints@pmcpa.org.uk.

The Code and other information, including details about ongoing cases, can be found on the PMCPA website.