

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) are highlighted below.

ProStrakan Group plc, Cephalon UK Limited and GlaxoSmithKline Consumer Healthcare have each breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

ProStrakan – Case AUTH/2235/5/09

For making claims about Abstral that were misleading and did not comply with a previous undertaking, ProStrakan was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon and reducing confidence in the pharmaceutical industry.
- Clause 3.2** - Making claims that were inconsistent with the summary of product characteristics.
- Clause 7.2** - Making misleading claims.
- Clause 9.1** - Failing to maintain high standards.
- Clause 25** - Failing to comply with an undertaking.

Cephalon – Case AUTH/2295/1/10

For providing free stock of Effentora, a Schedule 2 controlled drug, without sufficient controls, Cephalon was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon and reducing confidence in the pharmaceutical industry.
- Clause 9.1** - Failing to maintain high standards.
- Clause 15.2** - Representative failing to maintain high standards.

GlaxoSmithKline Consumer Healthcare – Case AUTH/2298/2/10

For making claims about NiQuitin that were misleading and did not comply with previous undertakings, GlaxoSmithKline Consumer Healthcare was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon and reducing confidence in the pharmaceutical industry.
- Clause 7.2** - Making misleading claims and comparisons.
- Clause 7.3** - Using misleading comparisons.
- Clause 9.1** - Failing to maintain high standards.
- Clause 25** - Failing to comply with an undertaking.

The full case reports were published in the PMCPA August Code of Practice Review and are 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 12 Whitehall, London, SW1A 2DY** or **complaints@pmcpa.org.uk**.

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