

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.

Takeda Pharmaceuticals Europe Limited and Eli Lilly and Company Limited have each breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and/or reduced confidence in, the pharmaceutical industry.

Takeda – Case AUTH/2125/5/08

For using a misleading claim in an advertisement which did not reflect the possible side effects, did not encourage the rational use of a medicine and could have had implications for patient safety, Takeda was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, or reducing confidence in, the pharmaceutical industry.
- Clause 3.2** - Promoting a medicine in a way that was inconsistent with its summary of product characteristics.
- Clause 7.2** - Failing to ensure that all claims were accurate, balanced, fair, unambiguous and based on up-to-date evidence.
- Clause 7.9** - Failing to reflect available evidence about side-effects.
- Clause 7.10** - Failing to encourage the rational use of a medicine.

Lilly – Cases AUTH/2151/7/08 and AUTH/2163/8/08

For encouraging patients to ask their health professional for a specific prescription only medicine through use of a chart and action plan on a website and a leaflet, Lilly 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 22.2** - Encouraging members of the public to ask their health professional to prescribe a specific prescription only medicine.

The full case reports were published in the PMCPA November 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.