

**PMCPA**Prescription 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 cases ruled in breach of Clause 2 of the Code (a sign of particular censure) are highlighted below.

## **Gedeon Richter (UK) Ltd has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.**

### **Gedeon Richter – Case AUTH/2575/2/13**

For sending an uncertified meeting invitation and providing excessive hospitality at that meeting, and for issuing another meeting invitation which promoted an unlicensed medicine, Gedeon Richter was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry.
- Clause 3.1** - Promoting a medicine prior to the grant of a marketing authorization.
- Clause 9.1** - Failing to maintain high standards.
- Clause 14.2** - Failing to certify promotional material before issue.
- Clause 19.1** - Providing excessive hospitality.

### **Gedeon Richter – Case AUTH/2601/5/13**

For failing to comply with an undertaking by continuing to use promotional meeting invitations that did not include relevant prescribing information, Gedeon Richter 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 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](http://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, 7th Floor, 105 Victoria St, London, SW1E 6QT** or [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.