

PRESCRIPTION MEDICINES CODE OF PRACTICE AUTHORITY

Pfizer Limited, Merck Sharp & Dohme Limited, Janssen-Cilag Ltd and Daiichi Sankyo UK Ltd have breached the Code of Practice for the Pharmaceutical Industry and brought discredit upon, and/or reduced confidence in, the pharmaceutical industry.

Pfizer - Cases AUTH/1807/3/06 & AUTH/1810/3/06

For linking the provision of medical and educational goods and services to the promotion of medicines in instructions to representatives relating to a nurse advisor programme, Pfizer was ruled in breach of the following clauses of the Code (2003 edition):

- Clause 2 - Bringing discredit upon, or reducing confidence in, the pharmaceutical industry.
- Clause 9.1 - Failing to maintain a high standard.
- Clause 18.1 - Failing to comply with the requirements for the provision of medical and educational goods and services.

Merck Sharp & Dohme - Case AUTH/1814/3/06

For linking the provision of medical and educational goods and services to the promotion of a medicine in internal documents relating to a nurse audit programme, Merck Sharp & Dohme was ruled in breach of the following clauses of the Code (2003 edition):

- Clause 2 - Bringing discredit upon, or reducing confidence in, the pharmaceutical industry.
- Clause 9.1 - Failing to maintain a high standard.
- Clause 18.1 - Failing to comply with the requirements for the provision of medical and educational goods and services.

Merck Sharp & Dohme was also audited, publicly reprimanded, required to issue a corrective statement and suspended from membership of the ABPI for a minimum of three months from October 2006.

Janssen-Cilag - Case AUTH/1848/6/06

Unbeknown to the company, its public relations agency offered to pay journalists to attend a National Institute for Health and Clinical Excellence (NICE) appeal hearing. Janssen-Cilag was ruled in breach of the following clauses of the Code:

- Clause 2 - Bringing discredit upon, or reducing confidence in, the pharmaceutical industry.
- Clause 9.1 - Failing to maintain a high standard.
- Clause 19.1 - Offering funding to compensate merely for the time spent at a meeting.

Daiichi Sankyo - Case AUTH/1866/7/06

The company voluntarily advised the Authority that an advertisement previously ruled in breach of the Code had been re-used. Daiichi Sankyo was ruled in breach of the following clauses of the Code:

- Clause 2 - Bringing discredit upon, or reducing confidence in, the pharmaceutical industry.
- Clause 9.1 - Failing to maintain a high standard.
- Clause 22 - Failing to comply with an undertaking.

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.