

PRESCRIPTION MEDICINES CODE OF PRACTICE AUTHORITY

Shire Pharmaceuticals Ltd and Servier Laboratories Ltd have breached the Code of Practice for the Pharmaceutical Industry and brought discredit upon, and/or reduced confidence in, the pharmaceutical industry.

Shire - Case AUTH/1862/7/06

For failing to comply with an undertaking in relation to a claim that had already been ruled in breach of the Code (Case AUTH/1825/4/06), Shire 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.

Servier - Case AUTH/1906/10/06

For using inappropriate material when training representatives on how to target hospital staff, Servier 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 15.9 - Failing to make available appropriate briefing material to instruct representatives on how to engage with health professionals.

The full case reports were published in the PMCPA February 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.