

**PRESCRIPTION MEDICINES
CODE OF PRACTICE AUTHORITY**

Bayer plc, Pharmaceutical Division, and GlaxoSmithKline UK Ltd have each breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and/or reduced confidence in, the pharmaceutical industry.

Roche Products Limited failed to provide accurate information to the Code of Practice Panel during the consideration of a complaint and was publicly reprimanded by the Code of Practice Appeal Board.

Bayer - Case AUTH/1888/9/06

The company voluntarily advised the Authority that a leaflet previously ruled in breach of the Code had been used again. Bayer 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.

GlaxoSmithKline - Case AUTH/1910/11/06

For conducting activities that were deemed to constitute the promotion of a product prior to the grant of its marketing authorization, GlaxoSmithKline was ruled in breach of the following clauses of the Code:

- Clause 2 - Bringing discredit upon, or reducing confidence in, the pharmaceutical industry.
- Clause 3.1 - Promoting a medicine prior to the grant of the marketing authorization which permits its sale or supply.

Roche - Case AUTH/1819/4/06

In a case where the Code of Practice Panel ruled no breach of the Code, Roche was publicly reprimanded by the Code of Practice Appeal Board for failing to provide accurate information to the Code of Practice Panel, a matter of utmost seriousness. In addition Roche has been audited in relation to its procedures for compliance with the Code.

The full case reports were published in the PMCPA May 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.