

PRESCRIPTION MEDICINES CODE OF PRACTICE AUTHORITY

ApoPharma Inc and AstraZeneca UK 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.

ApoPharma - Case AUTH/1925/12/06

For re-using in an advertisement a claim that was previously ruled in breach of the Code, ApoPharma was ruled in breach of the following clauses of the Code:

- Clause 2 - Bringing discredit upon, or reducing confidence in, the pharmaceutical industry.
- Clause 7.2 - Failing to ensure that all claims are accurate, balanced, fair, unambiguous and based on up-to-date evidence.
- Clause 9.1 - Failing to maintain a high standard.
- Clause 22 - Failing to comply with an undertaking.

AstraZeneca - Cases AUTH/1951/2/07 to AUTH/1953/2/07

For placing an insert in *The Pharmaceutical Journal* which was deemed to constitute disguised promotion of a product, AstraZeneca was ruled in breach of the following clauses of the Code:

- Clause 2 - Bringing discredit upon, or reducing confidence in, the pharmaceutical industry.
- Clause 4.1 - Failing to include prescribing information.
- Clause 7.2 - Failing to ensure that all claims are accurate, balanced, fair, unambiguous and based on up-to-date evidence.
- Clause 7.4 - Making claims which could not be substantiated.
- Clause 7.10 - Failing to encourage the rational use of a medicine.
- Clause 9.1 - Failing to maintain a high standard.
- Clause 10.1 - Disguising promotional material and activities.

The full case reports were published in the PMCPA August 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.