

Pfizer and Bristol-Myers Squibb, the Alliance, have breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

Pfizer and Bristol-Myers Squibb – Cases AUTH/3215/6/19 and AUTH/3216/6/19

For a tabulated comparison in a leavepiece which was misleading regarding dose adjustments required according to patients' renal function for Eliquis (apixaban) and other anticoagulants, Pfizer and Bristol-Myers Squibb were ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 3.2** - Promotion inconsistent with the summary of product characteristics
- Clause 7.2** - Making a misleading claim
- Clause 7.3** - Making a misleading comparison
- Clause 9.1** - Failing to maintain high standards

Pfizer and Bristol-Myers Squibb – Cases AUTH/3246/9/19 and AUTH/3247/9/19

For an email linked to a promotional website which included misleading and unsubstantiated claims regarding dose adjustments for the anticoagulant Eliquis (apixaban) according to renal function, and thus did not encourage the rational use of the medicine, Pfizer and Bristol-Myers Squibb were ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 4.1** - Failing to include prescribing information
- Clause 7.2** - Making a misleading claim
- Clause 7.4** - Making an unsubstantiated claim
- Clause 9.1** - Failing to maintain high standards

Bristol-Myers Squibb and Pfizer – Cases AUTH/3283/11/19 and AUTH/3284/11/19

For two representatives at one meeting raising the medico-legal consequences of switching patients from Eliquis (apixaban) to a competitor product in line with local guidance, implying that such patients would become unstable, and particularly as the discussion was with someone who appeared not to be a prescriber and was thus tantamount to scaremongering, Bristol-Myers Squibb and Pfizer were ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 7.2** - Making a misleading claim
- Clause 8.1** - Disparaging another company's medicine
- Clause 15.2** - Representatives failing to maintain a high standard of ethical conduct

The case reports are available at www.pmcpa.org.uk.

The Prescription Medicines Code of Practice Authority (PMCPA) was established by The Association of the British Pharmaceutical Industry (ABPI) to operate the ABPI Code of Practice for the Pharmaceutical Industry independently of the ABPI. The PMCPA is a division of the ABPI. 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 7th Floor, 105 Victoria St, London, SW1E 6QT or email: complaints@pmcpa.org.uk.

The Code and other information, including details about ongoing cases, can be found on the PMCPA website: www.pmcpa.org.uk.