

Camurus, Accord, Swedish Orphan Biovitrum (Sobi) and Strides Pharma have breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

Camurus – Case AUTH/3318/3/20

For providing hospitality to a health professional after the health professional and Camurus staff had attended a football match together, Camurus was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 9.1** - Failing to maintain high standards
- Clause 22.1** - Providing inappropriate hospitality

Accord – Case AUTH/3339/4/20

For promoting cisatracurium, midazolam and paracetamol for injection/infusion on LinkedIn, Accord was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 9.1** - Failing to maintain high standards
- Clause 26.1** - Advertising prescription only medicines to the public.

Swedish Orphan Biovitrum (Sobi) – Case AUTH/3345/5/20

For failing to include accurate information about the side effects of Alprolix (eftrenonacog alfa) and not reflecting the available information, Sobi was 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 7.4** - Making an unsubstantiated claim
- Clause 7.9** - Making claims that did not reflect the available evidence regarding possible adverse reactions
- Clause 9.1** - Failing to maintain high standards.

Strides Pharma – Case AUTH/3347/5/20

For promoting Strivit D3 (colecalfiferol) on LinkedIn, Strides Pharma was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 9.1** - Failing to maintain high standards
- Clause 26.1** - Advertising a prescription only medicine to the public.

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.