

AbbVie, Allergan, Advanced Accelerator Applications (a Novartis company), Otsuka Europe and Otsuka UK have breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

AbbVie – Case AUTH/3493/3/21

For promoting Durysta (sustained release bimatoprost implant) on LinkedIn, prior to the grant of its marketing authorisation, AbbVie was ruled in breach of the following clauses of the 2019 Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 3.1** - Promoting an unlicensed medicine
- Clause 9.1** - Failing to maintain high standards

Allergan – Case AUTH/3533/7/21

For various social media posts which referred to unlicensed medicines and promoted Botox (botulinum toxin type a) to the public, Allergan was ruled in breach of the following clauses of the 2019 Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 3.1** - Promoting an unlicensed medicine
- Clause 4.1** - Failing to include prescribing information
- Clause 4.9** - Failing to include information about how to report adverse events
- Clause 9.1** - Failing to maintain high standards
- Clause 14.1** - Failing to certify promotional material
- Clause 26.1** - Promoting a prescription only medicine to the public

Advanced Accelerator Applications – Case AUTH/3528/6/21

For promoting an unlicensed medicine (¹⁷⁷Lu-PSMA-617) prior to the grant of the marketing authorisation, Advanced Accelerator Applications (a Novartis company) was ruled in breach of the following clauses of the 2019 Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 3.1** - Promoting an unlicensed medicine
- Clause 9.1** - Failing to maintain high standards

Otsuka Pharmaceutical Europe Limited – Case AUTH/3565/10/21 and Otsuka Pharmaceuticals (UK) Limited - Case AUTH/3566/10/21

For omitting the frequency of dosing from prescribing information for a monthly administration of Abilify/Abilify Maintena (aripiprazole) and for breaching previous undertakings Otsuka Europe and Otsuka UK were each ruled in breach of the following clauses of the 2019 Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 9.1** - Failing to maintain high standards
- Clause 29** - Failing to comply with an undertaking

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.