

## **COMPLAINANT V BRISTOL MYERS SQUIBB**

### **Allegations about declaration of involvement in a video**

This case was in relation to an allegation about a video produced by a patient organisation and funded by Bristol Myers Squibb. The complainant alleged that the video did not have the declaration of the company's involvement at the outset.

The complainant was non-contactable and described themselves as a member of the public.

The case preparation manager considered that the complaint met the criteria for the abridged complaints procedure as it was likely, in their view, that there had been a breach of the Code, it appeared that the central facts would not be disputed, and the allegation fell within the PMCPA's approved list for use of the abridged procedure.

The video, which was 5 minutes long, included the declaration of involvement by Bristol Myers Squibb at the end of the video.

As a viewer would need to watch the video until the end to view the declaration of company involvement, it was therefore not sufficiently prominent to ensure viewers were aware of Bristol Myers Squibb's involvement at the outset.

Bristol Myers Squibb accepted a breach of Clause 5.6 of the Code and provided the required undertaking and assurances.

The outcome under the 2024 Code of Practice was:

<b>Breach of Clause 5.6</b>	<b>Failing to be sufficiently clear about the company's involvement</b>
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**Complaint received**      **7 February 2025**

**Case completed**      **18 February 2025**