



The ABPI Code of Practice for the Pharmaceutical Industry sets standards for the promotion of medicines for prescribing to health professionals and the provision of information to the public about prescription medicines. Publicity is the main sanction when breaches of the Code are ruled. The latest case ruled in breach of Clause 2 of the Code (a sign of particular censure) is highlighted below.

Novo Nordisk has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.

Novo Nordisk – Case AUTH/3876/2/24

For its failure to disclose or accurately disclose transfers of value to healthcare organisations and patient organisations, between 2015 and 2022, Novo Nordisk was ruled in breach of the following clauses of the 2015 Code, 2016 Code, 2019 Code and 2021 Code:

2015 Code:

- Clause 24.1** – Failing to document and publicly disclose annually certain transfers of value made directly or indirectly to health professionals, other relevant decision makers and healthcare organisations
- Clause 24.4** – Failing to make disclosures annually in respect of each calendar year in the first six months after the end of the calendar year in which the transfers of value were made
- Clause 27.7** – Failing to make publicly available a list of patient organisations to which it provides support

2016 Code:

- Clause 24.1** – Failing to document and publicly disclose annually certain transfers of value made directly or indirectly to health professionals, other relevant decision makers and healthcare organisations
- Clause 24.4** – Failing to make disclosures annually in respect of each calendar year in the first six months after the end of the calendar year in which the transfers of value were made
- Clause 27.7** – Failing to make publicly available a list of patient organisations to which it provides support

2019 Code:

- Clause 24.1** – Failing to document and publicly disclose annually certain transfers of value made directly or indirectly to health professionals, other relevant decision makers and healthcare organisations
- Clause 24.4** – Failing to make disclosures annually in respect of each calendar year in the first six months after the end of the calendar year in which the transfers of value were made
- Clause 27.7** – Failing to make publicly available a list of patient organisations to which it provides support

2021 Code:

- Clause 2** – Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 5.1** – Failing to maintain high standards
- Clause 28.1** – Failing to document and publicly disclose annually certain transfers of value made directly or indirectly to health professionals, other relevant decision makers and healthcare organisations
- Clause 29.1** – Failing to make publicly available annually, a list of patient organisations to which it provides donations, grants or sponsorship or with whom it has engaged to provide contracted services over the reporting period
- Clause 29.2** – Failing to meet the disclosure requirements for the provision of donations, grants or sponsorship to a patient organisation
- Clause 31.1** – Failing to make disclosures annually in respect of each calendar year in the first six months after the end of the calendar year in which the transfers of value were made.

The case report is 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 2nd Floor, Goldings House, Hay's Galleria, 2 Hay's Lane, London, SE1 2HB 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.