Medical Council of India (MCI) – Objectives

Medical education:
Maintenance of uniform standards of undergraduate and postgraduate medical education

Medical qualifications:
Recognition of medical qualifications of medical institutions of India or foreign countries

Registration of HCP’s:
Registration of doctors with recognized medical qualifications

Reciprocity:
Reciprocity with foreign countries in the matter of mutual recognition of medical qualifications

Source: http://www.mciindia.org/AboutMCI/Introduction.aspx
The code of medical ethics guidelines of the Medical Council of India, aim to build a healthy relationship based on self-regulation between doctors and pharmaceutical and allied health sector industries and prevent unscrupulous practices by doctors.

The code aims at bringing in transparency in sales promotions and ban bribes to doctors for drug promotions and control such unethical practices.

The code prohibits medical professionals from accepting gifts or perks like free holidays from drug manufacturers and expects HCP’s to prescribe drugs by their generic names rather than brand names.

MCI Code of medical ethics for HCP's: Do's and don'ts

Do's and don'ts

- No gifts, travel facilities or hospitality from pharma/ allied health sector industries
- No cash or monetary grants in individual capacity
- No public endorsement of drug/ industry products
- Maintain Professional Autonomy
- Ensure Medical Research conducted is proper and ethical

Indian pharma regulator: Department of Pharmaceuticals

Pharmaceutical Advisory Forum
Provides stakeholders a meeting ground for dialogue on drug policy

Sub-Group on Pharmaceuticals and Medical Devices
Coordinates on Biotechnology and Life Science with the High Technology Cooperation Group (HTCG) of the U.S Commerce Department (Office of Health & Consumer Goods)

Pharmaceutical Export Promotion Cell
Boosting pharmaceutical exports and nodal center for issues regarding pharmaceutical exports.

National Pharmaceutical Pricing Authority (NPPA)
- Fixation/ revision of prices of controlled bulk drugs and formulations
- Enforce prices and availability of medicines
- Monitor prices of decontrolled drugs

Source: http://www.pharmaceuticals.gov.in/
The DoP has issued a draft Code of Marketing Practices for pharmaceutical companies (CMP) on 04 June 2011 regarding the marketing practices to be voluntarily adopted by Indian pharmaceutical companies.

The code lays down regulations around claims and comparisons of medicinal products, advertising and promotional material, activities and conduct of medical representatives, samples, gifts, hospitality, sponsorship & meetings with HCP's.

The government would review the voluntary implementation of the code after six months and in case of ineffective implementation, it would be made a statutory code.

Thus India has adopted a two tier approach which cover both, health care providers (Doctors) and pharma companies.

Source: www.pharmaceuticals.gov.in/uniformcode.pdf
Survey on code of medical ethics and pharmaceutical marketing

► Ernst & Young’s FIDS practice conducted a survey among healthcare professionals and marketing professionals of pharmaceutical companies.

► The survey had two parts:
  ► Part one of the survey was conducted among health care professionals. The survey was based around the guidelines issued by Medical Council of India, regarding the code of conduct for HCPs in their relationship with pharmaceutical and allied healthcare industry.
  ► Part two of the survey was conducted among the marketing professionals in pharmaceutical sector. The survey was around the draft code of marketing practice for Indian pharmaceutical companies, issued by Department of Pharmaceutical (DoP), Ministry of Chemicals and Fertilizers, Government of India.

► In all, 100 respondents participated in this survey.

► All the interviews were conducted telephonically.

► Ernst & Young was assisted by a market research agency in conducting these interviews.