

Prescription Medicines Code of Practice Authority

Heather Simmonds, Director
Etta Logan, Deputy Director
Tannyth Cox, Manager
Natalie Hanna, Manager

Appointed by and reports to ABPI Board.

ROLE:

Responsible for administration of the Code and complaints procedure including provision of advice, guidance and training.

Arranging the scrutiny of advertising and meetings.

Arranging conciliation.



CODE OF PRACTICE
for the
PHARMACEUTICAL
INDUSTRY

2019

PMCPA | Prescription Medicines
Code of Practice Authority

International Codes, Guidelines & Legislation

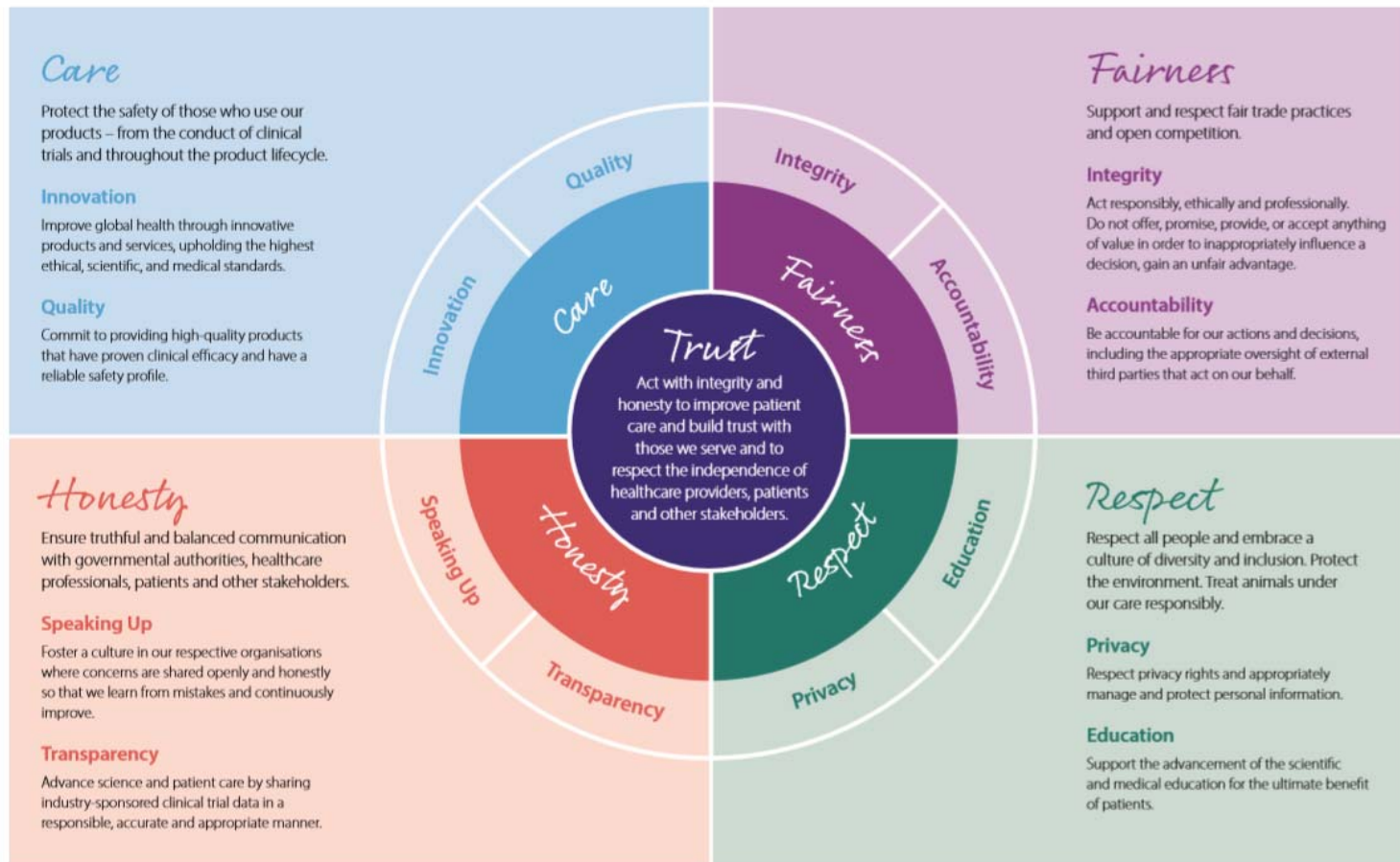
- IFPMA, EFPIA
- WHO
- UK & European Law

Aim of the Code

To ensure the promotion of medicines to health professionals and to other relevant decision makers is carried out in a robust framework to support high quality patient care.

Also sets standards for the provision of information to patients and the public as well as relationships with patient groups.

Our Ethos *Building a culture of trust*



PRINCIPLES AND OVERVIEW OF SELF REGULATION

1. The pharmaceutical industry in the United Kingdom is committed to benefiting patients by operating in a professional, ethical and transparent manner to ensure the appropriate use of medicines and support the provision of high quality healthcare.
2. Patient safety is the priority. All information relating to safety must be shared accurately and transparently.
3. The aim of the Code is to ensure that the promotion of medicines to health professionals and other relevant decision makers and other activities are carried out within a robust framework to support high quality patient care.
4. Prescription only medicines must not be promoted to the public.
5. Working with patients and patient organisations can bring significant public health benefits.
6. Information about prescription only medicines made available to the public must be factual, balanced, not misleading and must not encourage prescription of a specific prescription only medicine.
7. Whilst the industry has a legitimate right to promote medicines to health professionals, the Code recognises and seeks to balance the needs of patients, health professionals and the public, bearing in mind the environment within which the industry operates and the statutory controls governing medicines.
8. The Code supports the prescribing decisions of health professionals.
9. Transparency is an important means of building and maintaining confidence in the pharmaceutical industry.
10. Companies must ensure that their materials are appropriate, factual, fair, balanced, up-to-date, not misleading and capable of substantiation and that all other activities are appropriate and reasonable. Promotion must be within the terms of the marketing authorization and not be disguised. Material must be tailored to the audience.
11. Companies are responsible under the Code for the activities of their staff and third parties. Training must be provided.
12. It is a condition of membership of the ABPI to abide by the Code in both the spirit and the letter. In addition many non member companies agree to comply with the Code and accept the jurisdiction of the PMCPA.
13. Any complaint made against a company under the Code is regarded as a serious matter both by that company and by the industry as a whole. Sanctions are applied against a company ruled in breach of the Code.