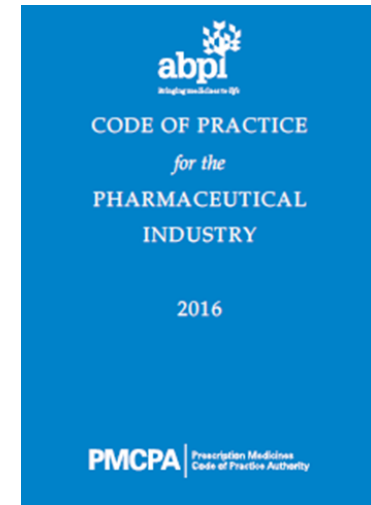


The ABPI Code of Practice - what it is and should it be on your radar?

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MedComms Networking Event 1 March 2017
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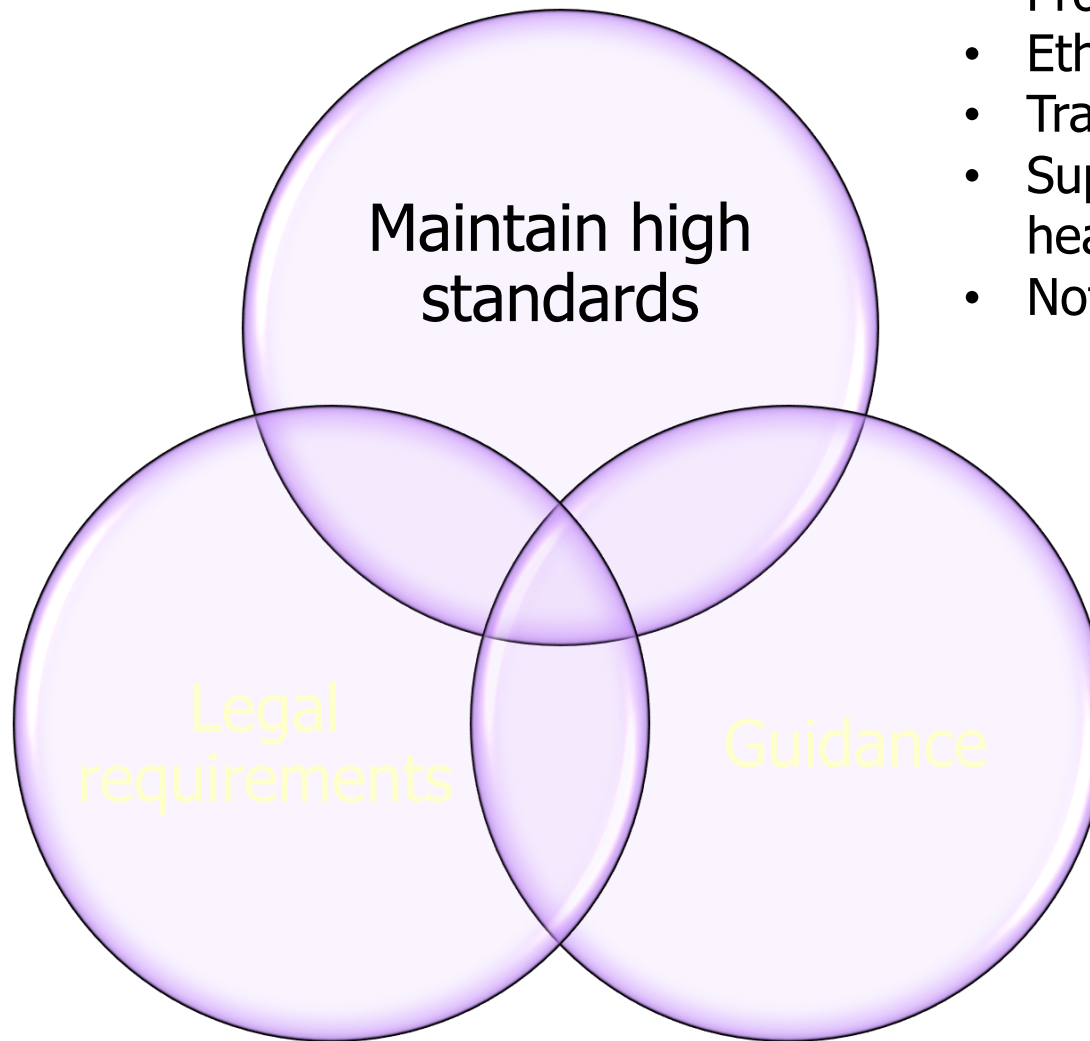


In the session ...

- What is 'the Code'?
 - What does it cover?
 - Is it a legal requirement?
 - Who uses it?
- Does it apply to you?



Why have a Code?

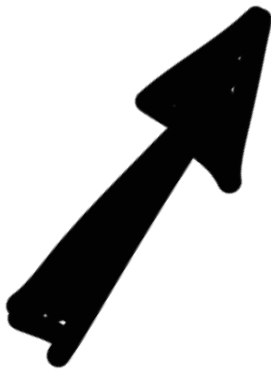


- Professional
- Ethical
- Transparent
- Support high quality healthcare
- Not just promotion



Does it apply to you?

Spoiler alert




Some of the key areas covered

- Promotion of prescription medicines
- All sales activities
- Adverts – journals and digital
- Using information, claims comparisons
- Dealing with public and media
- Gifts
- Educational goods and services
- Meetings and hospitality
- Use of consultants
- Advisory board meetings
- Links with patient organisations
- Internet



Code training – clause 16

- All relevant personnel, including contractors, must be trained in the Code if
 - Preparing/approving materials
 - Doing activities covered by the Code
 - ✓ Promotional activities
 - ✓ Non-promotional activities
- 

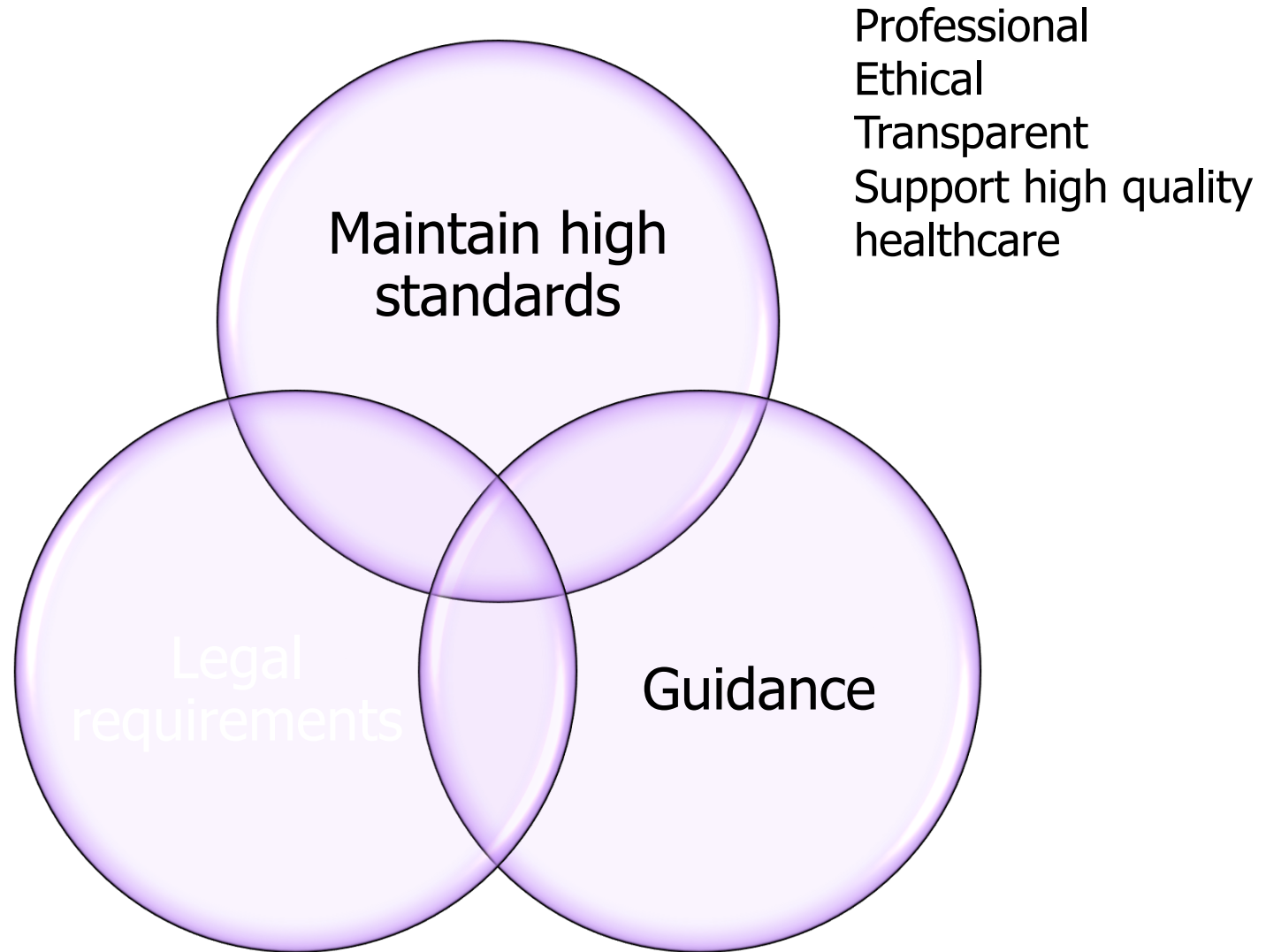


Who abides by the UK Code?

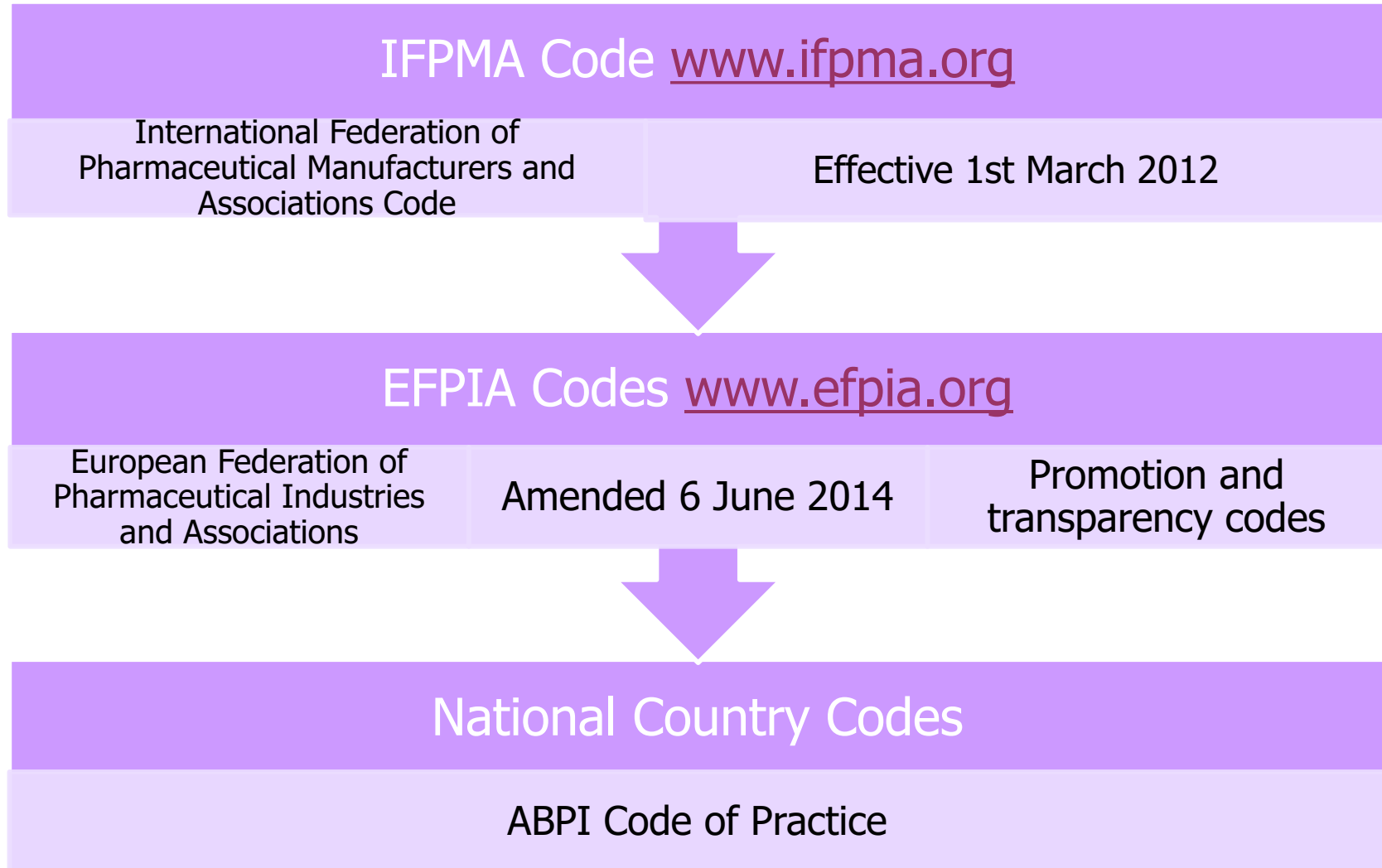
- Virtually all UK pharmaceutical companies accept the Code
- All ABPI member companies **must** comply with the Code
- Most non-member companies have agreed to abide voluntarily
- Fines and penalties for breaches



What is in the Code?



Code guidance cascade

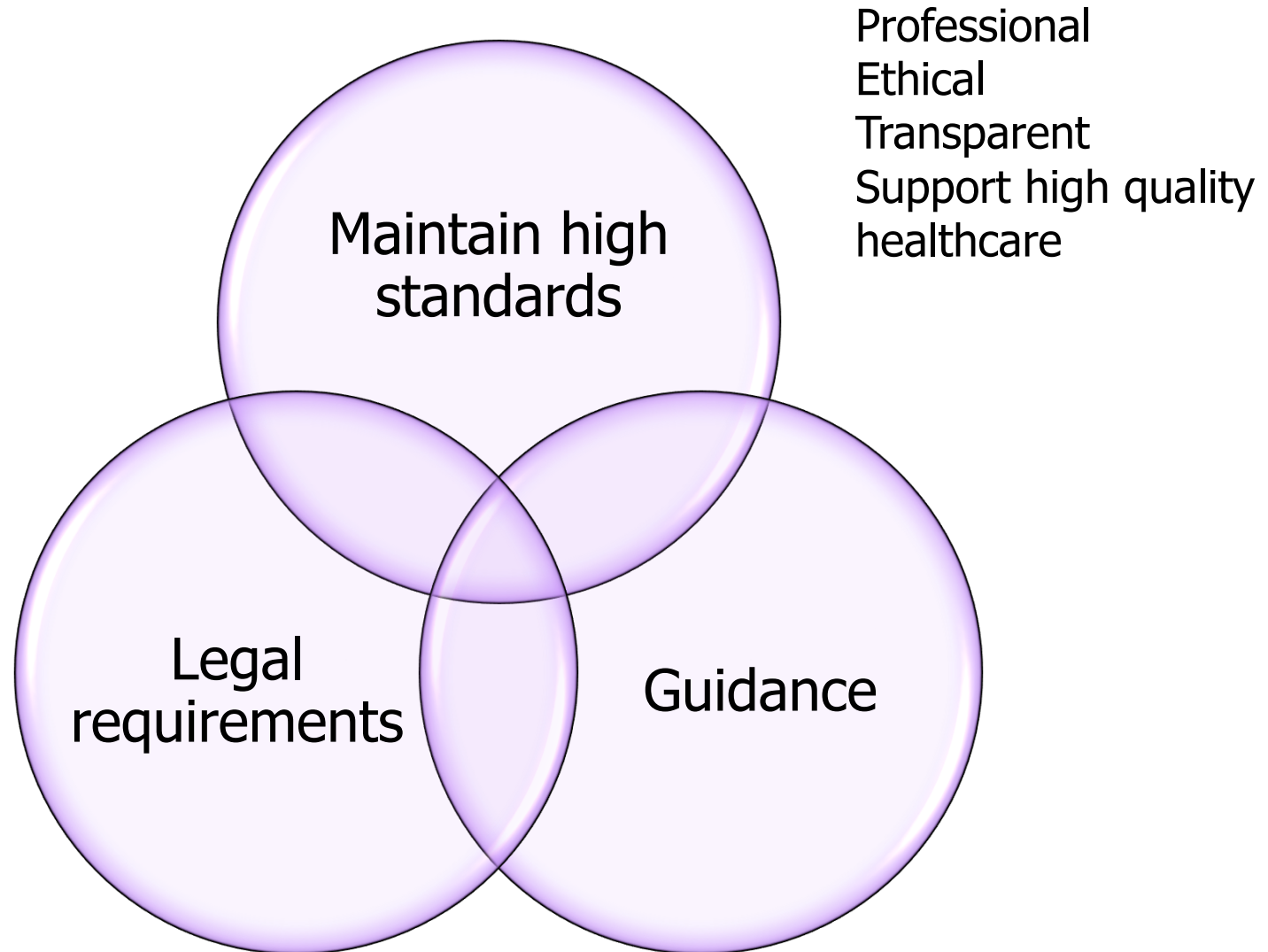


Guidance

- What is an acceptable level of hospitality
- How to make prescribing information legible



What is in the Code?



The ABPI Code incorporates

European Law

- European Parliament Law relating to medicinal products for human use
- 2012 Human Medicines Regulations
- (was Directive 2001/83/EC amended by 2004/27/EC)

UK Law

- Enforced by MHRA
- MHRA Blue Guide (September 2014)



Legislation

- Companies must not promote prescription only medicines to the public
- Companies must not promote outside the terms of the medicine's marketing authorisation



The Code changes ...

- Legislation changes
- EFPIA changes
- UK Code cases
- Get regular training



Global or European materials

- Common themes across country Codes
- The UK ABPI Code is one of the strictest
 - Companies often use this as a base for global materials



Does the Code apply to you?

- Sales materials, rep training, adverts to healthcare professionals
- All materials need to be fully Code compliant and certified by the pharmaceutical company



Does the Code apply to you?

- Writing a manuscript for publication
- Are Sales going use the paper?
 - Restrictions on words
 - Expression of information
 - Endpoints, relative risk
 - Graph formats



Ministers launch urgent inquiry into NHS officials' second jobs at drugs firms

Government announces "urgent investigation" as Telegraph reveals how scores of officials involved in assessing which drugs are given to patients are also acting as paid consultants to pharmaceutical companies



One firm hosted officials in the five-star Esplanade hotel in Zagreb, which has a spa and a casino Photo: Alamy



Does the Code apply to you?

- Arranging a non-promotional advisory board meeting
- Location, venue, payment
- Consultant contracts
- Company involvement
- Is it a disguised promotional meeting?



Does the Code apply to you?

- Organising an exhibition stand
- What refreshments can you have?
- Can you give out pens?
- Can you give out clinical papers?



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