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

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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

Maintain high standards

Legal requirements

Guidance
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?

- Maintain high standards
  - Professional
  - Ethical
  - Transparent
  - Support high quality healthcare
- Legal requirements
- Guidance

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Code guidance cascade

IFPMA Code [www.ifpma.org]
International Federation of Pharmaceutical Manufacturers and Associations Code
Effective 1st March 2012

EFPIA Codes [www.efpia.org]
European Federation of Pharmaceutical Industries and Associations
Amended 6 June 2014
Promotion and transparency codes

National Country Codes
ABPI Code of Practice
Guidance

- What is an acceptable level of hospitality

- How to make prescribing information legible
What is in the Code?

Maintain high standards

Legal requirements

Guidance

Professional
Ethical
Transparent
Support high quality healthcare
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.
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?
Get in touch

- Bespoke in-house training
- Open 1 and 2 day courses
- Code up to date webinars

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