

REFERENCES

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Medicines Australia Code of Conduct: breaches

The Medicines Australia Code of Conduct guides the promotion of prescription products by pharmaceutical companies.¹ Each year Medicines Australia publishes a report, from its Code of Conduct Committee, which details all the complaints that have been received about advertising and other promotional activities.

The Table shows the complaints where at least one breach was identified, and more details can be found in the full report.²

Key words

Medicines Australia, breaches

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Table Breaches of the Code of Conduct July 2013 – June 2014

Company	Brand (generic) name	Material or activity	Sanction
AstraZeneca	Brilinta (ticagrelor)	Promotional material	\$10 000 fine
Boehringer Ingelheim	Micardis, Twynsta (telmisartan, telmisartan with amlodipine)	Misleading promotional materials	\$50 000 fine
Eli Lilly Australia	Axiron (testosterone)	Promotion to the public	\$250 000 fine Corrective letter
FIT BioCeuticals	D50K (unregistered drug)	Promotion to the public on a website	\$150 000 fine reduced on appeal to \$25 000 Changes to website Compliance audit of all promotional activities
Novartis	Lucentis (ranibizumab)	Email to ophthalmologists	\$250 000 fine Materials not to be used again Corrective letter
Roche	Actemra (tocilizumab)	Unapproved products and indications	\$15 000 fine Materials not to be used again

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