

Medicines Australia Code of Conduct: breaches 2017–18

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.

In 2017–18 there were three complaints made, which were dealt with under the current (18th) edition of

the Code of Conduct.¹ Only one of these was found to breach the Code of Conduct (see Table). More details can be found in the full annual report on the website of Medicines Australia.²

The website of Medicines Australia also provides information about some of the payments made by the industry. These include support for consumer organisations, third party meeting sponsorships, and payments to healthcare professionals.³

Keywords

Medicines Australia, codes of conduct

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Table Breaches of the Code of conduct July 2017 – June 2018

Company	Brand (generic) name	Material or activity	Sanction
GlaxoSmithKline	Breo Ellipta (fluticasone furoate with vilanterol)	Promotional material	\$100,000 fine, material not to be used again in same or similar form.

REFERENCES

1. Medicines Australia. Code of Conduct. 18th ed. 2015. <https://medicinesaustralia.com.au/code-of-conduct/code-of-conduct-current-edition> [cited 2018 Nov 1]
2. Medicines Australia. Code of Conduct Annual Report 2017–2018. <https://medicinesaustralia.com.au/code-of-conduct/code-of-conduct-reports/annual-reports> [cited 2018 Nov 1]
3. Medicines Australia. Transparency reporting. <https://medicinesaustralia.com.au/code-of-conduct/transparency-reporting> [cited 2018 Nov 1]