Association of International Pharmaceutical Manufacturers
Ассоциация международных фармацевтических производителей

ETHICAL DISCLODURE
Disclosure of violations, 2018 (1)

Special Panel decisions without disclosing the identity of the violating company

I. Violating company distributed printed advertising materials which were accompanied with statement not corresponding with the medicine package leaflet and not proved by evidentiary material.

The advertising materials contained references to the study which contradicted the package leaflet of the medicine. The statement used in the advertising materials was not confirmed with the study data. Also statements were misleading due to insufficiently objective and clear stated information. Advertising materials of the medicine were used incorrectly and carried the risk of misleading healthcare professionals.

Special Panel admitted the fact of repeated violation of the clauses 2.3.2, 2.3.4 of the AIPM Code of Practice by the company. Special Panel decision was unanimously confirmed on appeal.

II. Violating company distributed video advertising materials which contained distorting information.

Special Panel considered these materials as misleading because statements used in the advertising material were nonobjective, ambiguous and inexact.

Special Panel admitted the fact of violation of the clauses 2.3.1 and 2.3.2 of the AIPM Code of Practice by the company.

ETHICAL DISCLODURE
Disclosure of violations, 2018 (2)

Special Panel decisions without disclosing the identity of the violating company

III. The company distributed among healthcare professionals advertising material with references to the results of the research.

Special Panel considered that the advertising material complies with requirement stipulated in the AIPM Code of Practice and interpretation of the results of the research is not the subject matter of the dispute.

Special Panel did not admit the fact of violation by the company.

IV. Violating company distributed printed advertising materials that were addressed to the consumers.

Special Panel considered that these materials, firstly, omitted significant information and, thus, the recipient cannot form an objective opinion as to the therapeutic value of the pharmaceutical product concerned, and, secondly, advertising materials did not contain criterion of comparison which is supposed to be significant ant its absence mislead consumers.

Special Panel admitted the fact of violation of the clauses 2.3.2, 2.3.4 and 2.3.6 of the AIPM Code of Practice by the company.