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### **Highlights from the proposed code of ethical standards for drug promotion.**

- *Information* provided should be clear, accurate and limited to what is published in the leaflet upon which the registration was based. No allegations on drug safety or efficiency should be made without scientific evidence. Health care professionals should be provided with complete information on contraindications and side effects, in order to allow them to make an informed choice of drugs and be able to warn the patient for his best interest. Providers are also requested to report on adverse events that are rare or not mentioned by the producer.
- *Promotional items* should not have an important money value, should be related to professional practice and of benefit to patient care. Cash money or equivalent payments are strictly forbidden.
- *Samples* should be packaged and cleared as such by the pharmaceutical inspection, should be supplied in moderate quantities to prescribers to familiarize them with the products. Drugs packaged for marketing purposes cannot be subject to any kind of donation or bonuses for private clinics or pharmacies.
- Support of drugs companies to *congress, symposia and medical education* is also scrutinized. In kind support such as travel tickets, and accommodation should be restricted to the health care professional in person. Such activities should be planned and communicated in advance, and the concerned professional order should be notified of the event, the organizers, and the list of its participating members. In addition, ethical standards are also set for the information provided, as well as for the selection and reimbursement of consultants.
- No *grants, scholarships, subsidies, support, consulting contracts* should be offered to a health care professional in exchange for prescribing products. Any transaction between pharmaceutical firms and care givers should be transparent and explicit.
- The system of remuneration of medical representatives should not influence adversely the proper prescribing or dispensing of drugs, or be in anyway related to prescribing or dispensing patterns.
- Pharmacists are forbidden from divulging information on physician's prescribing patterns, and are held responsible if such disclosure occurs.
- The code makes provision for *enforcement mechanisms* including monitoring, investigation, and a three level appeal procedure, involving concerned professional orders, pharmaceutical firms, drug importers and the Ministry of Public Health.

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Fair

.Competition

**Promotion :** -

.leaflet

Medical Progress

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.Scientific and Clinical Evidence

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**Promotional Items and Gifts :**

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**Samples :**

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**Congress Symposium**

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Sponsor

Credit points for continuing medical education

**Medical representatives :**

.FDA EMEA  
.Side effects

Indications

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International Federation of Pharmaceutical  
Manufactures Associations (IFPMA)

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