



PART 6

Outcomes of Monitoring Committee Review of Materials

FINALISED REVIEWS



Outcomes of Monitoring Committee Review of Materials

To support compliance with the Medicines Australia Code of Conduct, the Medicines Australia Monitoring Committee proactively monitors selected promotional material and activities of member companies on a regular and ongoing basis.

In the 2005-2006 reporting period the Monitoring Committee met ten times and reviewed 2435 items.

Following is a summary of the materials reviewed by the Monitoring Committee during this period.

Review Analysis

Therapeutic Class	Type of materials subject to review	Number of Companies	Number of Items	Number of meetings to review materials
Immunology specifically vaccines	Advertisements	5	23	1
All therapeutic classes	Company websites available to the general public	17	54	2
All therapeutic classes	Invitations to company sponsored educational meetings	31	2083	3
Alimentary System	Advertisements	3	5	1
All therapeutic classes	Patient education	24	256	2
Infections and Infestations	Advertisements	2	14	1 (To be completed in 06/07)
			2435	10

Vaccines

Having reviewed the advertisements submitted by all companies the Committee did not raise any issues of concern in relation to any advertisements. The Committee did comment that evidence from sources such as the Department of Health or other reputable groups would assist a member of the general public's appreciation of the importance of immunisation in preventing communicable diseases.

Websites

Having reviewed the websites submitted by all companies the Committee made a number of general comments.

Consumer Medicine Information (CMI)

- Companies were encouraged to provide the CMI which has all the relevant information for consumers.
- It may assist consumers in accessing information if the Consumer Medicine Information PDF files were labelled so that a patient knew what they were going to look at when opening an unnamed PDF link.
- It was also suggested that a one step process in accessing the CMIs may be preferable from a consumer viewpoint. Currently a consumer can read some information on each product and then must double click on the product name to go to another statement on the product before clicking on a PDF file which is not labelled as the CMI.

Links to other websites

The Monitoring Committee recommended that companies use the suggested wording from the Medicines Australia Code of Conduct Guidelines in the links page.

Acknowledgement of Company Sponsorship

The Committee recommended that it should be made clear to a reader on first entering a website that X company is sponsoring the website. In the opinion of the Committee it was not acceptable to put this information at the end of a website.

The Monitoring Committee requested one company to review and revise their website to ensure that the secure log in site on a general disease state website did not include the name of a medicine.

Invitations

The Committee agreed that generally the standard of invitations had improved over the period of the three year review. However the Committee continued to encourage companies to ensure procedures are in place to ensure that all company invitations include sufficient information in the agenda with reference to the timing and content of the educational component. The Secretariat has provided examples of the appropriate level of detail to be included in invitations in the Code and Monitoring Committee quarterly newsletter.

No invitation to an educational meeting raised a concern that the Committee considered required referral to the Code of Conduct Committee as a complaint.

Venues and hospitality

Overall the Committee found no issue with the venues being used by companies for educational meetings or the level of hospitality being provided in association with the meetings.

Entertainment

In relation to one meeting organised by a third party (a health care provider organisation) the Committee questioned who was paying for the entertainment being provided to attending healthcare professionals and their families. There was no clear indication that the attendees met their own costs, which left the impression that the sponsoring companies were covering

the whole costs of the weekend conference when this was in fact not the case. Pharmaceutical companies must not sponsor entertainment under the provisions of the Code.

Weekend Meetings

The Committee commended companies generally on the content of the weekend meetings however advised all companies to continually monitor the educational component of 'weekend educational meetings' to ensure that it justifies providing accommodation on more than one night.

In relation to advertised 'weekend or two day meetings', the Committee recommended that companies should consider whether it is appropriate to provide accommodation for healthcare professionals living in the town or city of the meeting.

Alimentary System

The Committee asked that Medicines Australia write to all companies advising that all materials submitted to the Monitoring Committee should be in the same size as those published or distributed as it made it difficult to determine whether specific information complied with the Code in terms of font size etc.

Two companies were requested to respond to concerns raised by the Monitoring Committee. Both companies responded to this request and provided information to support the claims and also agreed to rephrase one aspect of an advertisement for future use.

Patient Education

The Committee commented that the majority of materials reviewed provided excellent information for patients and carers.

Members of the Committee raised an issue in relation to the referencing of information available to the general public and how a member of the general public would access this information if it was not included on the website. This matter will be referred to the Code Review Panel for consideration.

Infections and Infestations

This review will be completed in the reporting year ending June 2007.

Summary of the Monitoring Committee Review of Materials 1999 - 2006

Therapeutic Area	Year						
	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006
Alimentary System					X		X
Cardiovascular System		X				X	
Central Nervous System				X			
Analgesia							
Muscular Skeletal System				X			
Endocrine and Metabolic Disorders							
Genito Urinary System and Sex Hormones	X				X		
Systematic Hormonal Preparations (Excluding sex hormones and insulins)	X				X		
Infections and Infestations							X
Antiinfectives for Systematic Use		X					
Antiparasitic Products, Insecticides and repellents							
Neoplastic Disorders							
Immunology							X
Antineoplastic and Immunomodulating Agents						X	
Respiratory System					X		
Allergic Disorders							
Ear, Nose and Oropharynx							
Eye							
Sensory Organs		X					
Skin							
Dermatologicals	X				X		
Contraceptive Agents							
Poisoning, Toxicity and Drug Dependence							
Non Therapeutic Class Review - review covered all member companies across all therapeutic classes				Company Websites	Invitations Press Releases Competitions	Invitations Market Research Prescribing Software	Invitations Websites Patient Education