



# **REVIEW OF THE MEDICINES AUSTRALIA CODE OF CONDUCT**

**An invitation to make a submission**

**Medical Update**

**Review of the Medicines Australia Code of Conduct  
Consultation Submission Form – Cover Sheet**

Please complete the form below and attach it to your submission.

On request Medicines Australia will keep the identity of an individual respondent confidential however, submissions that do not have this form attached will not be accepted.

**1. Does this submission reflect the views of the organisation or individual?**

An individual  An organisation/company

If the submission reflects the views of an organisation/company please include the details of the organisation at Q2

**2. Contact Details**

Name:

Organisation/Company: Medical Update Pty Ltd

Address:

Phone No:      Fax:

Email: \_\_\_\_\_

**3. My submission is confidential/not confidential**

Confidential  Not confidential

**4. Medicines Australia can include my name, and where relevant the name of the organisation or company I represent, with my submission on the Medicines Australia website at the conclusion of the submission period.**

Yes  No

**5. Medicines Australia has permission to quote from my submission in any reports prepared about the review of the Code of Conduct.** (If you do not agree to your submission being quoted, the issues you raised in your submission may be referred to. However, no direct quote would appear.)

Yes  No

Name: (Please print)

Signature:

*Medicines Australia respects your privacy. The personal information you provide to Medicines Australia will only be used for the purpose for which it is collected.*

*Your personal information will be stored securely and in strictest confidence. All reasonable administrative, technical and physical measures will be taken to protect personal information from loss, theft, unauthorised use or modification.*

## **Review of the Medicines Australia Code of Conduct 'Submission Template'**

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### **1. General Comments**

Please provide your responses in the relevant spaces in the template. It is not necessary to comment on all provisions of the Code. You are not limited to the space provided in the template. You also have the opportunity to include any general comments on the Code in the template.

#### **Format of the Code:**

#### **Content of the Code:**

**Section 14.1.2 Monitoring: Review of Educational meetings and symposia. (See specific comments in Section 2)**

## 2. Specific Comments (Sections of the Code – eg 1.1)

Please provide your responses in the relevant spaces in the template. It is not necessary to comment on all provisions of the Code. You are not limited to the space provided in the template. You also have the opportunity to include any general comments on the Code in the template.

### Section 1 Nature and availability of information and claims

Provision number	Comment

### Section 2 Types of Product Information

Provision number	Comment

### Section 3 Promotional Material

Provision number	Comment

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**Section 4 Company Representatives**

<b>Provision number</b>	<b>Comment</b>

**Section 5 Product Starter Packs**

<b>Provision number</b>	<b>Comment</b>

**Section 6 Involvement in educational symposia, congresses and satellite meetings**

<b>Provision number</b>	<b>Comment</b>

### Section 7 Sponsorship

Provision number	Comment

### Section 8 Research

Provision number	Comment

### Section 9 Relationship with the general public

Provision number	Comment

**Section 10 Relationship with healthcare professionals**

<b>Provision number</b>	<b>Comment</b>

**Section 11 Administration of the Code**

<b>Provision number</b>	<b>Comment</b>

**Section 12 Sanctions**

<b>Provision number</b>	<b>Comment</b>

## Section 14 Monitoring

Provision number	Comment
14.1. 2	<p><b>Review of Educational meetings and symposia.</b></p> <p><b><u>Existing situation:</u></b></p> <p>Currently members must provide a copy of the invite and any promotional material distributed at these meetings to a monitoring committee. Costs and attendee numbers must be supplied in the education event reports.</p> <p><b><u>Problem with existing situation:</u></b></p> <p>There is no way of discerning whether the speaker’s content was in line with the MA Code of Conduct. This is particularly important with overseas speakers who may talk “off label” especially if the pharmaceutical agents they are discussing have different indications in their home country to that currently approved in Australia.</p> <p>There is also public suspicion regarding the “lack of educational content” at these pharmaceutical company sponsored meetings.</p> <p><b><u>Proposals</u></b></p> <p>I suggest that there is currently no way to monitor the “actual content” versus “proposed content” at educational meetings.</p> <p>To combat this I propose:</p> <p>1/ Sponsoring companies supply a copy of the powerpoint slides used during a company organized meeting to the monitoring committee at the time they provide copies of invites and the promotional material distributed at these meetings.</p> <p>2/ <u>Larger meeting series, international speaker tours, product launches etc</u> should be filmed and a video recording from a “typical” meeting of the series presented to Medicines Australia monitoring committee for review when companies provide copies of invites and the promotional material distributed at these meetings.</p> <p><b><u>Expected Outcome:</u></b></p> <p>If educational meetings are reviewed in this manner it:</p> <p>1/ Guarantees companies will properly brief speakers about the code of conduct and local indications and hence there should be less “off label” discussion.</p> <p>2/ Will make the <u>content</u> of these meetings measurable and therefore more accountable to general community expectations and standards. (subject to privacy and TGA requirements)</p> <p>3/ Provides an incentive to ensure <u>all</u> major meetings are filmed, making it simpler for companies to disseminate the educational content (via webcast or CD/DVD) <u>to rural doctors</u> who are less likely to attend these traditionally capital city based meetings. <u>Thus the industry will be seen supporting the ongoing education of rural physicians.</u></p> <p><b><u>Cost:</u></b></p>

	<p>This proposal would <b>not</b> be overly arduous for member companies to comply with because these meetings are sometimes filmed already. In situations where the meeting isn't already being professionally filmed, a basic video camera and microphone could capture the content from the larger meetings at extremely low cost.</p>
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### Section 15 Compliance Procedures

Provision number	Comment

### Section 16 Reporting

Provision number	Comment