

Code Review Panel Communiqué

The Code Review Panel (CRP) held its eighth formal meeting on 6 March 2014. The following members attended the meeting:

Mr Geoff McDonald (Chairman)	GlaxoSmithKline
Ms Kerry Cunningham	FIT Bioceuticals
Ms Daniella Dickson	PriceWaterhouseCoopers
Mr Aaron Guttmann	Bristol-Myers Squibb
Dr Ken Harvey	Consumers Health Forum
Mr Paul Hodgkinson	Novartis
Dr Robyn Langham	Australian Medical Association
Ms Shane McSpedden	Pfizer Australia
Dr Beata Niechoda	Shire Australia
Dr Shaun O'Mara	Novo Nordisk
Mr Andrew Roberts	Boehringer Ingelheim
Ms Claire Willmott	Roche Products

Secretariat

Ms Deborah Monk	Medicines Australia
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Apologies

Ms Sonja Eibl	Bayer
Ms Holly Kania	Roche Products

The CRP:

- Accepted the advice from the Legal Advisory and CFO Sub-Groups, that Medicines Australia should formally seek policy advice on interpretation and application of the *Privacy Act 1988* in relation to the proposed transparency model and the establishment of a central website to publish the data.
- Noted that a Communications Sub-Group has been formed to advise on the communication strategy with external stakeholders, and with Member companies.
- Agreed that communications developed by the Ethical Standards in Health and Life Sciences Group (ESHLSG) in the UK in 2013 provided a helpful model for developing communications about the Medicines Australia initiatives.
- Discussed and made further proposed amendments to the Code relating to:
 - Emphasising the commitment to transparency in the Code Introduction
 - Clarified that publication of information about unapproved products or unapproved indications on a medical information website may not be promoted to healthcare professionals.
 - Clarified the proposed requirement for a formal protocol for a Product Familiarisation Program where individual patient data would be collected
 - Agreed that the \$120 limit on food and beverages should not be imposed on hospitality at a sponsored third party event.
 - Agreed that company support for medical practice activities would not be included in the transparency reports.
- Discussed whether it was possible to draw a clear distinction between educational and promotional activities with HCPs. The Panel noted that all promotional activities include an element of education. It concluded that it was not possible to make a clear distinction. However, examples and scenarios could be included in the Code Guidelines, which may assist companies.

The next meeting of the CRP will be held in late March 2014.