

PART A

Australian Pharmaceutical Industry Code of Conduct: Overarching Principles

In keeping with our commitment to ethical behaviour in the Australian pharmaceutical industry, Companies must ensure that these Overarching Principles are reflected in all activities covered by this Code.

- 1. All activities undertaken by Companies have the purpose of supporting the quality use of medicines.**
- 2. Companies are committed to transparency in their interactions with healthcare professionals and other stakeholders, to maintain trust and confidence in the industry.**
- 3. As the primary repository of information relating to their products, Companies are responsible for providing current, accurate, balanced, and scientifically valid information on products to support their appropriate use. The same standards apply to all other Company communications.**
- 4. Company employees, and anyone acting on behalf of a Company, will be appropriately trained on the Code and maintain a high standard of ethical conduct and professionalism in the discharge of their duties.**
- 5. Consistent with our ethical undertakings, nothing is offered or provided by a Company in a manner or with conditions that would have an inappropriate influence on the approval, recommendation, prescribing, and/or use of a product.**
- 6. Companies' interactions with all stakeholders are at all times professional, consistent with all legislative requirements, and appropriate to the information needs of the respective audience.**
- 7. Information relevant to prescribing, in particular product and safety information, are clearly communicated in all promotional materials. Promotional materials are designed by Companies to not only create awareness of Therapeutic Goods Administration (TGA) approved medicines, but to support proper assessment of their risks and benefits.**
- 8. All promotional claims are consistent with the Australian Product Information document, including claims about competitor products, irrespective of the source on which the claim is based.**
- 9. All events, initiated or sponsored by Companies, are reasonable and appropriate with respect to hospitality, travel and accommodation, therefore upholding the integrity and reputation of the industry.**
- 10. All activities undertaken by Companies are clearly identified to their audience as a Company activity by the inclusion of the Company's name and city/town of the Company's Australian office.**