Report to the GBMA Board

Administration of the Code of Practice (Code)

December 2015-December 2016

- In its December 2015 report on the operation of the GBMA Code of Practice, the Code Administration Committee (CAC) stated that the Code had been effective in formalizing the high standards of conduct adhered to by GBMA members.

- Following a proposal from the GBMA Board, the CAC agreed to make the following amendments to the Code:
    - Remove the requirement for educational event and non-price benefit reporting;
    - Remove the requirement for a spot-audit of marketing material; and
    - Combine the two Annual Statements into one Statement declaring a members' compliance with the Code both retrospectively and prospectively.

- Amendments were subsequently made and the fourth edition Code of Practice was ratified by the Board and adopted by members in January 2016.

- Media was briefed on the changes included in the fourth edition and articles outline those changes were published in Pharma Dispatch (*GBMA scraps spending reports*, 1 Feb 2016) and Pharma in Focus (*GBMA ends transparency reporting*, 1 Feb 2016). No further media inquiries were received.

- GBMA did not receive any material correspondence from stakeholders pertaining to the Code over the period 1 December 2015 to 30 December 2016.

- GBMA did not receive any complaints through the external complaints handling system over the period 1 December 2015 to 30 December 2016

- GBMA member companies have indicated compliance with the Code as evidenced by receipt of compliance letters.

- GBMA did not receive compliance letters from Amneal or Generic Health for this period.

- Based on the changes made to the fourth edition, a lack of complaints, and receipt of compliance letters, it is therefore deemed unnecessary to convene the CAC in 2016.

- It is recommended that the Board convene the CAC to further evaluate the effectiveness and operation of newly adopted fourth edition Code in December 2017.