

SAPI Code of Marketing Practices

Editorial note:

We reproduce below the Singapore Association of Pharmaceutical Industries' (SAPI) Code of Marketing Practices, which has recently been updated. Physicians can request for a free copy of the Code from the SAPI Secretariat at Tel: 6738 0966.

INTRODUCTION

The SAPI Code of Marketing Practices is a set of ethical standards for local pharmaceutical companies. Its objective is to provide guidance for proper conduct in the marketing and promotion of medicinal products, and to serve as the basis for self-discipline within the local pharmaceutical industry. The scope of the Code includes any activity undertaken by a company or by distributors that promote the prescription, supply, sale, or distribution of pharmaceutical products (including vaccines). Notwithstanding any provision made under the Code, all marketing activities under the Code must conform to all existing Singapore government legislation governing the practice of the Pharmaceutical Industry.

The Code reflects the determination of SAPI to voluntarily secure the acceptance and adoption of high standards of conduct in the marketing and promotion of pharmaceutical products. For this reason, members of SAPI have participated in the promulgation of the Code.

The Code, which is in keeping with the spirit of the revised Code of Marketing Practices of the International Federation of Pharmaceutical Manufacturers Association (IFPMA) 1994, is administered by the Marketing Practices Committee appointed by the SAPI Board of Directors. Acceptance and adherence to the Code is mandatory for membership with SAPI.

WHAT'S NEW

The objective of the revised Code is to provide clearer guidance in disseminating accurate, fair and objective information to

the medical and allied profession. In so doing, SAPI members are obliged to adopt the highest standard of conduct in the marketing of medicinal products.

The revised Code is also intended to contribute to the promotion of propriety and transparency in the areas of gifts, hospitality and sponsorships for physicians. It also provides a channel for the resolution of potential promotional conflicts between companies.

KEY CHANGES AT A GLANCE

- 1) Gifts to physicians should be of nominal value (< \$100 per item) and be relevant to the practice of medicine or pharmacy.
- 2) Provision of economy class ticket is recommended for overseas sponsorship when air travel is < 6 hours.
- 3) Companies should not pay travel costs of persons accompanying invited members of the medical and allied professions.
- 4) Scientific objectives should be the principal focus in meetings / congresses; entertainment or other hospitality should be secondary to the main purpose of the meeting and kept at a moderate level.
- 5) Sponsorships must be able to withstand public and professional scrutiny and conform to professional standards of ethics and good taste.
- 6) Lotteries / lucky draws should not be part of symposia / exhibition.

For more information, visit the SAPI website at <http://www.sapi.org.sg>