

## NEWS RELEASE

### **New Rx&D Code of Conduct improvements endorsed by Rx&D membership**

**Ottawa, November 28, 2006** – The member companies of *Canada's Research-Based Pharmaceutical Companies* (Rx&D) have adhered to a marketing practices code in their dealings with health-care professionals for close to 20 years.

“As a living document, we have, during the past few years, improved and strengthened the *Code of Conduct* that responds to stakeholder and public feedback developments in the innovative research-based pharmaceutical industry,” stated Rx&D President Russell Williams.

“Our industry prides itself in being a leader on issues of ethics and transparency for our *Code of Conduct*,” continued Mr. Williams. “Adherence to the *Code* is a condition of membership in Rx&D.”

Member companies unanimously endorsed the latest improvements to the *Code* in the following areas:

- **Section 4A – Continuing Health Education (CHE).** Clarifies that the member company is responsible for activities organized by a third party on a member company’s behalf. “It is important for member companies to be responsible for the behaviour not only of their employees but also for those who conduct CHE activities on their behalf,” declared Mr. Williams. “One cannot do indirectly what is directly prohibited.”; and
- **Section 12 – Market Research.** Clarifies the differences in the roles between sales and market research activities. “Rx&D is more clearly drawing the line between market research and promotional activities,” noted Mr. Williams. “Not only have we prohibited any participation by sales representatives in market research studies, but we have gone further by barring any follow up by sales representatives to those contacts derived specifically from market research studies.”

Other improvements to the Rx&D *Code of Conduct* include:

- **Section 2 – Advertising and Information Dissemination.** Recognizes that electronic forms of communications are equally acceptable in terms of disseminating information;
- **Section 4 – Education for Health-Care Professionals.** Establishes reasonable limits on the common practices of training health-care professionals (HCPs) who will, in turn, train other HCPs on new medicines/indications; and
- **Section 15 – Enforcement.** Establishes a reasonable period of time when complaints are to be brought forward.

“There was wide consultation within the industry on the latest improvements to the *Code*,” observed Mr. Williams. “Going forward, we will seek an ongoing dialogue with associations representing physicians, pharmacists, and nurses at the federal and provincial/territorial levels to ensure future improvements continue to enjoy wide support inside and outside the pharmaceutical community.”

Sections 2 and 15 became effective on July 1, 2006, while the remaining improvements (Sections 4, 4A, and 12) will enter into force on January 1, 2007.

*Canada's Research-Based Pharmaceutical Companies* (Rx&D) is an association of members dedicated to improving the health of all Canadians. As partner of the health-care system, our discoveries help eliminate the need for medical procedures such as surgery, which have a significant impact on patient quality of life and health-care budgets. Our community represents over 22,000 men and women working for more than 50 member companies in Canada and is responsible for generating 100,000 jobs across Canada.

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For further information:

François Lessard  
Communications  
Telephone: 613-236-0455