

**INDUSTRY PRACTICES REVIEW COMMITTEE**

**Report on Infractions #56 – January 1, 2005 to March 31, 2005**

**1. Company and Issue:** AstraZeneca Canada Inc. Letter concerning product Crestor, distributed to healthcare professionals in November 2004.

**Discussion:** The Pharmaceutical Advertising Advisory Board (PAAB) ruled that the letter contravened the Code of Advertising Acceptance as it had not been submitted to the PAAB for preclearance.

**Decision:** Automatic contravention of Section 2.2.1 of the Rx&D *Code of Conduct*.

**2. Company and Issue:** AstraZeneca Canada Inc. Event entitled “*Treatment of Refractory Schizophrenia*,” held April 21, 2004, at the Design Exchange, Toronto, followed by dinner at another venue.

**Discussion:** Both the presentation on the above-mentioned topic, and the ensuing dinner, had been scheduled by the Company to take place at a restaurant. When the speaker became aware of concerns that the venue could be construed as causing the social aspect of the program to overshadow the educational aspect, he contacted the company’s representative to express those concerns. The company’s representative then, reportedly, agreed to change the venue for the event. Subsequently, the representative issued an e-mail which stated that “*the talk will be held instead at (the) Design Exchange... and “that dinner will remain at the ... Restaurant following the talk.”*”

**Decision:** The event was ruled to be in contravention of Section 4A3.7 because it did not, as required, adhere to Section 4A3.4. Section 4A3.7 reads, as follows: “*For events that have not been accredited, or which do not meet the principles of adult learning described in Section 4A2.3, but which involve the presenting of medical/scientific information, organizers must conform to the spirit of Section 4 and, in particular, must adhere to Sections 4A.3.4 and 4A3.5. Section 4A.3.4 reads, as follows: “Social functions which are part of a CHE program may enhance the learning process. However, such functions must not compete with or seem more important than the educational aspect of the program.”*”

**Appeal:** The Company filed an appeal of the Committee’s ruling and a hearing was convened. The Arbitrator upheld the Committee’s ruling.

**SUMMARY – REPORT # 56**

<b>Company</b>	<b>Category and # of Infractions</b>	<b># of Infractions 12-month period</b>
AstraZeneca	Advertising & Information Dissemination – 1	1
AstraZeneca	Continuing Health Education – 1	2