



Ethical marketing of medicines

Pharmaceutical companies' promotional activities form a key part of the discovery, production and marketing of important medicines. Self regulation through the rigorous application of Codes of Practice is key to the promotion of ethical marketing practices in the pharmaceutical industry.

PIASA has a long history of promoting ethical marketing through the implementation of our own Marketing Code some 20+ years ago. In fact, adherence to the PIASA Code is a condition of membership to PIASA. PIASA also has a long history of conducting training on ethical marketing practices across the industry.

PIASA also maintains a global focus on ethical marketing practices through its membership to the IFPMA (International Federation of Pharmaceutical Manufacturers and Associations) and also its active contribution to the IFPMA's CCN (Code Compliance Network) which acts as a global forum for positive and constructive dialogue by international code experts and practitioners, thereby allowing for exchange of best practices and national experiences. The IFPMA has a Code which establishes the minimum standard for ethical promotion of medicines and applies to every country around the globe. www.ifpma.org

The PIASA codes set standards for the ethical promotion of medicines to healthcare professionals and for member companies' interactions with them. The PIASA Code is in line with the IFPMA Code.

Ethical marketing of medicines is undergoing an evolution at present in South Africa. A draft South African Code has been established by the Marketing Code Steering Committee of which PIASA is a member.