

INDUSTRIAL PHARMACIST GROUP SEMINAR

THE CODE AT THE 'COAL FACE'

All you need to know about
the ABPI Code of Practice for the Pharmaceutical Industry

Venue: Royal Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN
Date: Friday 17 October 2008

The seminar is aimed at:

- All industrial pharmacists working in sales and marketing, legal, regulatory or medical departments.
- Those working at the interface between marketing and the NHS especially Hospital and some Community Pharmacists.
- Those interacting with the pharmaceutical industry through contact with medical representatives, organising or attending industry meetings, using pharmaceutical company websites.
- Those responsible for producing material aimed at patients or general public and those working with patient organisations.
- Those wishing to learn more about the basics of the current new Code.

AGENDA

- 10.30 – 10.50 am **Coffee and registration**
- 10.50 – 11.00 am **Chairman's opening remarks**
Jane Nicholson, Executive Director of European Industrial Pharmacists Group (EIPG)
- 11.00 – 11.30 am **The ABC of medicines advertising – is it accurate, balanced, clear?**
Jane Landles, Prescription Medicines Code of Practice Authority
- 11.30 – 12.00 noon **Putting principles into practice**
Jane Marshall, Sanofi-aventis

The morning session will cover all you need to know about how medicines advertising is controlled in the UK, focusing on both the legal requirements and the requirements of the ABPI Code of Practice for the Pharmaceutical Industry.

- 12.00 – 12.30 pm **Sandwich lunch**
- 12.30 – 02.00 pm **Case study**

Practical examples will be used with the Case study to illustrate the requirements of the current Code, including the explanation of the compliance and complaints procedure.

Objectives:

- To introduce delegates to the requirements of the ABPI Code of Practice for the Pharmaceutical Industry and give them an understanding of how the advertising of medicines to members of the UK health professions and appropriate administrative staff is controlled.
- To allow delegates understand how non-promotional material about Prescription Only Medicines can be made available to the general public.
- To equip delegates to look critically at promotional material and to recognize when concerns should be raised as well as how to do so.

- To enable pharmacists to ensure that relations with the pharmaceutical industry are ethical and productive.

This course will be registered by the College of Pharmacy Practice as providing approx. 3 contact hours of post graduate education towards the College's continuing education requirement and a Certificate will be delivered to those attending the seminar.

How to register

Members of the RPSGB will be able to attend this seminar for £60 and non-members for £80. This event is not registered for VAT. The fee includes seminar handouts, coffee/tea and sandwich lunch. To receive a booking form please contact Gabriella Highfield via email at science@rpsgb.org or via telephone on 020 7572 2640.

Terms and Conditions

The Royal Pharmaceutical Society reserves the right to make changes to the programme or speakers but will endeavour to advise delegates of changes in advance. It reserves the right to cancel the event, in which case delegates will be advised as soon as possible and delegates will receive a full refund of fees paid. The Royal Pharmaceutical Society does not accept liability for any expenses incurred.

INDUSTRIAL PHARMACIST GROUP SEMINAR

THE CODE AT THE 'COAL FACE'

Training in the ABPI Code of Practice

Venue: *The Royal Pharmaceutical Society of Great Britain
1 Lambeth High Street LONDON SE1 7JN.*

Date: *Tuesday 17 October 2008*

BOOKING FORM

One form per delegate – photocopied forms accepted.

RPSGB : £ 60

Non members: £ 80

This event is not registered for VAT.

TITLE (Miss/Mrs/Ms/Mr/Dr/Prof): _____ **FORENAMES:** _____

SURNAME: _____

Please tick one box RPSGB Non member

RPSGB MEMBERSHIP NO.: _____

ADDRESS: _____

POSTCODE: _____

TEL: _____ **EMAIL:** _____

Please return the completed form with remittance to the Science Programme Manager,
Royal Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London, SE1 7JN.
Tel: 020 7572 2640 Fax: 020 7572 2506. Enquiries can be directed to: science@rpsgb.org
It is advised that payment details should not be sent by email and senders do so at their own risk.

(Please do not include any other payments to RPSGB)

Method of payment (please tick one box):

*In order to minimise processing and administration costs, RPSGB is phasing out cheques as a means of payment. Please therefore pay either by credit/debit card or BACs

BACS: Sort Code 60 60 04. Account Number: 7037 8193. BIC code NWBK GB 2L.
IBAN code GB31 NWBK 6060 0470 3781 9304 93. Please quote reference IPG10.08 (PQI/IND/C15/2715)

Credit Card/Debit card Mastercard Visa Amex Switch Delta

Card Number: _____

Start date: ____ / ____ / ____ Expiry date: ____ / ____ / ____ Security No. ____

Cardholder name: _____ Signed: _____

Cardholder's address: (if different to the address given) _____

Special Dietary request _____ Disabled access required _____

Please tick this box if you wish to receive details by email of forthcoming group meetings

For cancellations, the following refunds policy applies: Over 14 days notice – 90% of the fee; less than 14 days but over 3 working days notice – 50% of the fee; three or less working days notice – No refund. Delegates may be substituted (in writing) at any time. Please refer to programme with regard to policy on changes to the programme and in the event of cancellation of this meeting.

This event is not registered for VAT. Booking acknowledgements will be sent via post. Receipts will be available upon request. Certificates will be available on the day.

