

MEDICINES NEW ZEALAND CODE OF PRACTICE

Edition 17

Supplementary Guidance Note No. 2 on the Code:

Effective Date 31 March 2022

***Full prohibition of promotional items/promotional aids and brand name reminder items***

The Medicines New Zealand Code of Practice (the Code) defines ethical standards for companies to follow when interacting with healthcare professionals (HCPs), public health officials, patients, patient organisations, and the general public. The Code is principles-based, and companies are expected to follow both the letter and the spirit of the Code.

The Code aims to exceed the standards required by New Zealand law and incorporates principles of relevant international codes, the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) Code of Practice and the Asia-Pacific Economic Cooperation (APEC) Mexico City Principles for Voluntary Code of Business Ethics in the Biopharmaceutical Sector, to ensure that our Code guidance is congruent with international ethical standards and best practice.

**To ensure alignment with the spirit and principles of the IFPMA Code, Medicines New Zealand is issuing this supplementary guidance note which prohibits the provision of promotional items/promotional aids and brand name reminder items to Healthcare Professionals (HCPs). The only exception to this is the provision of company-branded pens and notepads for the purpose of note-taking at company-organised and external medical educational events.** See the following page for details of the applicable amendments to relevant sections of the current edition of the Medicines New Zealand Code of Practice (Edition 17).

**This Supplementary Guidance Note No. 2 should be considered binding and is effective from 31 March 2022.**

*This Guidance Note supersedes both the text of sections 4.1.4 Brand Name Reminder (BNR) Items and 4.11 Donations, Gifts and Offers of Edition 17 of the Code, and the associated sections of the "Supplementary Guidance to the Code Edition 17" document which was effective from 22 April 2021.*

**Code Section: 4.1.4 Brand Name Reminder (BNR) Items**

**Explanatory note for Subsection 4.1.4.1**

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The text contained in the boxed “Explanatory note” in Subsection 4.1.4.1 of Edition 17 of the Code is superseded and from the effective date of this Guidance Note should now be read as follows:

*Explanatory note for 4.1.4.1:*

Pens and notepads may be provided to HCPs at company organised meetings or external meetings (Section 4.8 and 4.9), provided the items are:

- company branded only;
- of minimal monetary value;
- principally intended for use at the meeting; and
- only the necessary quantities for the purpose of the meeting are distributed.

***For the avoidance of doubt:***

The provision of any items as promotional/brand name reminder items, other than pens and notepads as allowed for in Code Section 4.1.4.1, is prohibited. Please note that:

- **Tote bags may not be provided to HCPs.** The prohibition of the provision of tote bags was first communicated in the “Supplementary Guidance to the Code Edition 17” document effective from 22 April 2021. This prohibition on tote bags remains effective and supersedes the guidance in Edition 17 of the Code of Practice which allowed for the provision of disposable tote bags to HCPs at company organised or external meetings.
- **Lanyards may not be provided to HCPs for any purpose.** This prohibition includes the provision of plain lanyards for the holding of name tags (or mini meeting agenda cards) for participants to wear at a meeting. This instruction supersedes the restricted allowances for the provision of lanyards given in both Edition 17 of the Code of Practice and the “Supplementary Guidance to the Code Edition 17” document which was effective from 22 April 2021.

**Code Section 4.11 Donations. Gifts and Offers**

**Subsection 4.11.1**

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The text contained in Subsection 4.11.1 of Edition 17 of the Code is superseded and from the effective date of this Guidance Note should now be read as follows:

4.11.1. The provision of donations, gifts and offers to HCPs is prohibited unless they meet the requirements of:

- a) Donations of Items of Medical Utility (see section 4.12)
- b) Company-branded pens and/or notepads for use at company organized or third-party events (see section 4.1.4.1)
- c) Educational material directed to HCPs or patients
- d) Sponsorship to attend an educational event
- e) Hospitality at an educational event