Comments from the European Industrial Pharmacists Group on the European Commission Proposals for the Provision of Information to Patients on Prescription Medicines

The EIPG is in favour of the proposal from the Commission for industry to provide good quality patient information within a regulatory framework.

As pharmaceutical companies possess all important information on their products, involving them in the provision of information must be beneficial to public health.

We are in favour of a Code of Conduct on information to patients for industry to define the scope of information to patients and to provide factual and non-promotional information on their medicines. There should be a clear definition of what is “information” and what is “commercial advertising”.
A regulatory framework for industry should be defined and rules established at a European level by each Member State in collaboration with patient organizations, healthcare professionals and the pharmaceutical industry.
Member States should decide whether the system of control and monitoring is via the National Competent Authority, Self-regulation or a Co-regulating body, all underpinned by national statutory enforcement.

We can see no good reason to support the proposal that control of information to patients should depend on the regulatory route.

We support the maintenance of the current ban on direct to consumer advertising of POM medicines.

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