

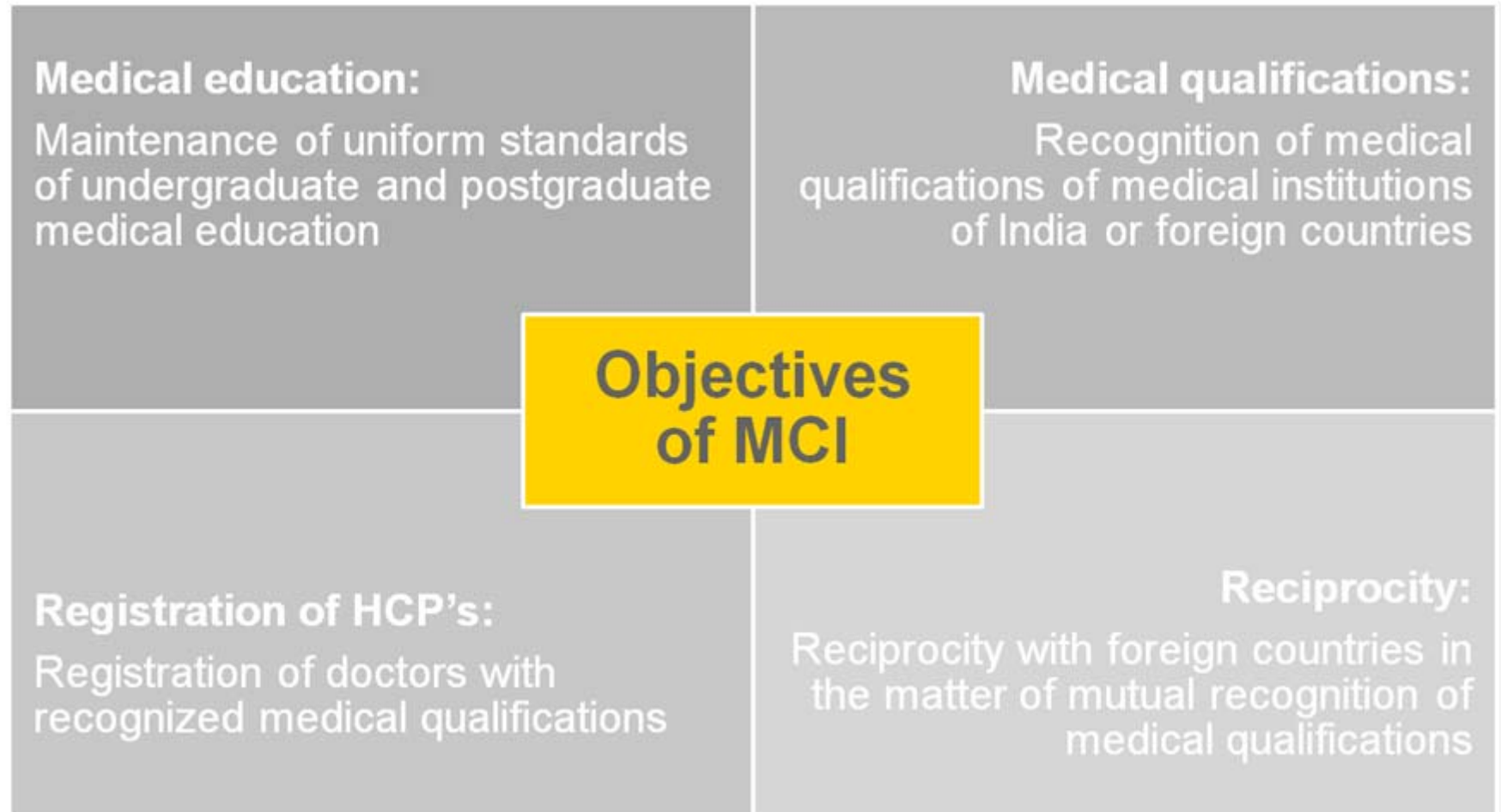


Medical Council of India

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13 September 2011

Medical Council of India (MCI) – Objectives



Source: <http://www.mciindia.org/AboutMCI/Introduction.aspx>

Medical Council of India (MCI) – Code of Medical Ethics

- ▶ The code of medical ethics guidelines of the Medical Council of India, aim to build a healthy relationship based on self-regulation between doctors and pharmaceutical and allied health sector industries and prevent unscrupulous practices by doctors.
- ▶ The code aims at bringing in transparency in sales promotions and ban bribes to doctors for drug promotions and control such unethical practices.
- ▶ The code prohibits medical professionals from accepting gifts or perks like free holidays from drug manufacturers and expects HCP's to prescribe drugs by their generic names rather than brand names.

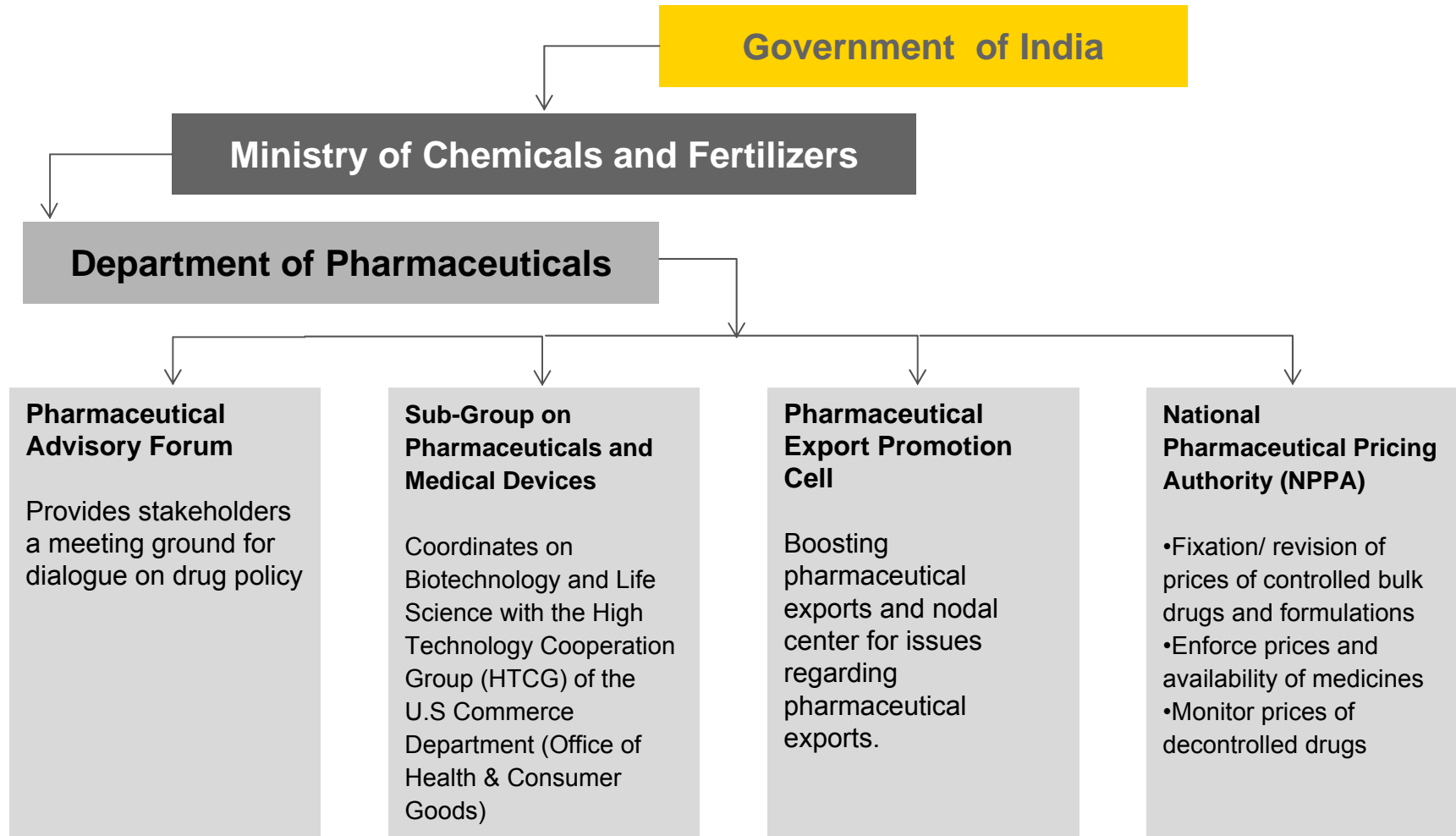
Source: <http://www.mciindia.org/RulesandRegulations/CodeofMedicalEthicsRegulations2002.aspx>

MCI Code of medical ethics for HCP's: Do's and don'ts



Source:
<http://www.mciindia.org/RulesandRegulations/CodeofMedicalEthicsRegulations2002.aspx>

Indian pharma regulator: Department of Pharmaceuticals



Source: <http://www.pharmaceuticals.gov.in/>

Department of Pharmaceuticals- Draft Code of Marketing Conduct for Pharmaceutical companies

- ▶ The DoP has issued a draft Code of Marketing Practices for pharmaceutical companies (CMP) on 04 June 2011 regarding the marketing practices to be voluntarily adopted by Indian pharmaceutical companies.
- ▶ The code lays down regulations around claims and comparisons of medicinal products, advertising and promotional material, activities and conduct of medical representatives, samples, gifts, hospitality, sponsorship & meetings with HCP's.
- ▶ The government would review the voluntary implementation of the code after six months and in case of ineffective implementation, it would be made a statutory code.
- ▶ Thus India has adopted a two tier approach which cover both, health care providers (Doctors) and pharma companies.

Source: www.pharmaceuticals.gov.in/uniformcode.pdf

Survey on code of medical ethics and pharmaceutical marketing

- ▶ Ernst & Young's FIDS practice conducted a survey among healthcare professionals and marketing professionals of pharmaceutical companies.
- ▶ The survey had two parts :
 - ▶ Part one of the survey was conducted among health care professionals. The survey was based around the guidelines issued by Medical Council of India, regarding the code of conduct for HCPs in their relationship with pharmaceutical and allied healthcare industry.
 - ▶ Part two of the survey was conducted among the marketing professionals in pharmaceutical sector. The survey was around the draft code of marketing practice for Indian pharmaceutical companies, issued by Department of Pharmaceutical (DoP), Ministry of Chemicals and Fertilizers, Government of India.
- ▶ In all, 100 respondents participated in this survey.
- ▶ All the interviews were conducted telephonically.
- ▶ Ernst & Young was assisted by a market research agency in conducting these interviews.



Thank you

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