



Department of Health
Government of Western Australia

FILE No:
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Your ref
Our ref
Enquiries

Murray Patterson
Tel: 9388 4980

Ms Isabelle Arnaud
Director, Adjudication Branch
Australian Competition & Consumer Commission
PO Box 1199
DICKSON ACT 2602

Dear Ms Arnaud

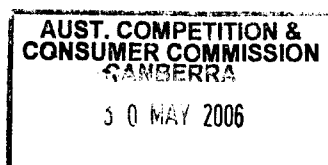
ACCC DRAFT DETERMINATION RESPONSE

Thank you for your letter of 26 April 2006, seeking comment on the Australian Competition and Consumer Commission's (ACCC) draft determination for Medicines Australia's application for revocation and substitution (A90994-6) of their Code of Conduct (the Code).

The proposed Code, Edition 15, is an update of the existing Code and provides for improved accountability and standards. The revisions of the Code are seen as providing improved accountability and standards around the provision of starter packs (samples) by pharmaceutical companies' personnel.

A significant change from Edition 14 of the Code has been the addition of conditions for the distribution of starter pack (samples). This section of the Code (item 4.6) has been extensively revised and expanded as a result of industry and stakeholder consultation and negotiation with the National Coordinating Committee on Therapeutic Goods (NCCTG), following the Final Report of the National Competition Policy Review of Drugs, Poisons and Controlled Substances legislation (The Galbally Review).

I wish to advise that the NCCTG, in collaboration with Medicines Australia, have completed their consideration of the proposed starter packs (samples) section of the Code (item 4.6) and have agreed to support the proposal to update the Code.



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I support the Medicines Australia proposal and appreciate the opportunity to comment on this matter.

Yours sincerely

A handwritten signature in black ink, appearing to be 'N. Fong', written over the printed name and title.

Dr Neale Fong
DIRECTOR GENERAL

17 May 2006