

Bourke, Monica

From: Philip Morris

To: Bourke, Monica

Subject: Re: Draft Determination - Medicines Australia Ltd Code of Conduct Edition 16

23.10.09

Re. Medicines Australia Ltd Code of Conduct Edition 16

Dear ACCC, I would like to make a further submission to the ACCC concerning the Draft Determination (16 Oct 2009) about Authorization of the Medicines Australia Code of Conduct Edition 16. I would request the ACCC convene a pre-decision conference to discuss my concerns below about the Code of Conduct.

I have no objection to a collaborative interaction between the medical profession and the pharmaceutical industry and I acknowledge the good work drug companies do in supporting medical education particularly with unrestricted educational grants. It is good to see that the ACCC expects the Medicines Australia Ltd Code of Conduct to require drug companies to publish for public review their summary expenditure on educational (and other) expenses for doctors to attend company meetings. But the banning of mugs and pens as proposed in the revised Code of Conduct is of little consequence in influencing medical practice. However, a more subtle influence by drug companies is providing 'opinion leaders' and other targeted doctors with payment of travel (usually business class airfares), accommodation (5 star or better), and registration fees (often including the social program) to attend overseas conferences. All up this often equals the equivalent of \$20-30,000 per trip. Some 'opinion leaders' receive two or more trips per year. I understand the ACCC does not ask Medicines Australia to transparently account for these benefits to doctors because the conferences the doctors are being sponsored to attend are not run by the drug company covering the travel costs. I am not against this support, but I believe the profession and the public should know what financial 'in kind' support a doctor is receiving from a drug company, especially if that doctor is involved with influencing prescribing habits in medical practice. These payments should be made accountable and publically transparent. This issue should be the subject of a further submission to the ACCC and the subject of an ACCC pre-decision conference to discuss the draft determination, pursuant to section 90A of the TPA.

Yours sincerely,

Philip Morris.

Brief CV

Philip LP Morris

Philip Morris has medical qualifications MBBS (Hons), BSc(med) (Hons), and PhD. He is qualified in psychiatry and addiction medicine in Australia and is a Fellow of the Royal Australian and New Zealand College of Psychiatrists (FRANZCP) and a Fellow of the Australasian Chapter of Addiction Medicine (FACHAM) of the Royal Australasian College of Physicians (RACP). He is qualified in general adult psychiatry and geriatric psychiatry in the USA and is Board Certified by the American Board of Psychiatry and Neurology (ABPN). He is a Certified Independent Medical Examiner (CIME) with the American Board of Independent Medical Examiners (ABIME).