



*Generic Medicines Industry  
Association Pty Ltd*

ABN 19 096 009 540

PO Box 222  
Pymble BC  
NSW 2073

22 September 2010

Dr Richard Chadwick  
General Manager  
Adjudications Branch  
Australian Competition and Consumer Commission  
GPO Box 3131  
Canberra ACT 2601

Dear Dr Chadwick

**Re: Provision of additional data**

The current level of non-price benefits as a proportion of total benefits provided to pharmacy by each member of the Generic Medicines Industry Association (GMiA) is less than 1%.

The monetary value of the sum of the non-price benefits is insignificant and as per the GMiA Code of Practice,

- 6.8.3 Members take all reasonable steps to ensure that they avoid actual and potential conflicts of interest with Healthcare Professionals and that their behaviour and relationships with Stakeholders do not bring discredit to the Generic Medicines industry sector and must be able to successfully withstand public and professional scrutiny, and conform to professional and community standards of ethics and good taste.
- 6.8.4 Members take all reasonable steps to ensure their behaviour does not lead to actual or potential conflicts of interest or interfere with or impede the independence of Healthcare Professionals or their professional judgment.

Non-price benefits provided by member of GMiA are of small financial value and directed at the enhancement of pharmacy services and / or building a business relationship between the supplier and the pharmacist. As such this is not a major factor in a pharmacy's decision to use a particular brand of product. Just as importantly, the relationship between the supplier and the pharmacy does not influence or change the type of generic medicine dispensed and therefore there is little or no impact on the patient.

Kind regards,

A handwritten signature in black ink, appearing to read 'Kate Lynch', is placed over a light grey rectangular background.

**Kate Lynch**  
**Chief Executive Officer**  
**Generic Medicines Industry Association Pty Ltd**