

Pfitzner, Laura

From: Paul Atkins
Sent: Thursday, 26 July 2012 11:40 PM
To: Adjudication
Cc:
Subject: Medicines Australia Limited

Dear Sir / Madam,

I write regarding the application for reauthorisation (application for revocation and substitution) from Medicines Australia Limited (Medicines Australia) for its Code of Conduct Edition 17.

I wish to request the following

1. I ask the ACCC to make full disclosure of individual payments to healthcare professionals an imposed "condition" for authorising the Code.
2. I ask the ACCC to increase the maximum fine imposed to \$1.0 million as a "condition" for authorising the Code.
3. I ask the ACCC to make publication of the data contained in Code reports to be accessible to the public in a searchable, downloadable, and analysable format.
4. I ask the ACCC to add consumer and health professional representatives to the Code governing body as a "condition" for authorising the Code.

Many thanks for your kind consideration of my request,

Sincerely,
Paul Atkins

Dr Paul Atkins
Associate Professor in Organisational Behaviour