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From: Chris Del Mar <cdelmar@bond.edu.au>
Sent: Friday, 31 October 2014 10:57 AM
To: Adjudication
Cc: Macrae, Tess
Subject: Medicines Australia proposed amendments to the Code of Conduct

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Categories: Submission

Dear ACCC Secretariat

Medicines Australia: Code of Conduct edition 18

I am writing as a private individual to voice my support for the ACCC's proposal to impose a condition to ensure that all relevant transfers of value by pharmaceutical member companies to individual healthcare professionals are reported, and to requiring ongoing individual healthcare professionals' hospitality reporting.

My position is informed by

- 1 an active concern about overprescribing in one area in particular – antibiotics in primary care. The unintended consequences are the Rapid development of antibiotic resistance, now threatening much in modern medicine.
- 2 A belief that the normal commercial transactions between a vendor and a purchaser, in which advertising by a number of different modalities is perfectly acceptable, is complicated in the interaction between pharmaceutical or device manufacturer and clinician, who is purchasing products on behalf of someone else -- who could be a patient, or an entity subsidising a patient's healthcare.
- 3 And therefore it is important that consumers (patients and their health subsidising entities) can identify if their own clinician is being possibly unduely influenced by 'value transfers' by profit-making companies.

I would be very happy to participate in an information exchange session if that would be valuable to the Commission, ideally by electronic webinar or somesuch.

Chris Del Mar

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