

General Clarifications about the Lebanese Code of Ethics

Code covers the following types of products:

- Pharmaceuticals including prescribed and OTC drugs
- “Pharmaceutical-like” (بحكم الدواء)
- Milk Formulas for Infants & Babies up to 2 years

- Promotional guidelines of this code of ethics apply to all communication channels including all oral and written communications, in addition to websites and social media.

- Promotional material (like note pads, pens, calendars, etc.) should include ONLY: Name and logo of the company, and trade name of the medicinal product.

- Sponsoring the participation of healthcare professionals in events outside Lebanon can include travel expenses, accommodation, registration fees, and meals. Per diems are not allowed.

- No payments are allowed to compensate healthcare professionals for time spent in attending an event.

- Sponsoring Educations conferences/congresses/symposia:

- Should in no way be tied to control by the sponsor over the selection of content, faculty, educational method, materials and venue.
- Sponsorship should be disclosed to attendees prior to and during event in brief statements on conferences materials such as brochures, syllabi, agenda, poster sessions or any other appropriate mean. Thus, Logo of sponsor companies is allowed to be used as an appropriate recognition/acknowledgment for support but using logos/names of drugs are NOT allowed.
- Using promotional aids (like notepads, pens, etc) that holds the logo of the sponsor company inside the conference is allowed. It is NOT allowed to use such material that holds a brand name of a drug.
- Can include financial support for meals or receptions to all attendees.
- Sponsors can present promotional materials such as banners/roll-ups outside congress halls (Hall/Reception Area)

- Presenting results of Bioequivalency studies where there is a need to mention brand names can be done under **Type II** of Congresses and symposia mentioned in the code that fall within the scope of advertising and promotion for particular medicinal products where CME is not granted.

- Media coverage and press releases:

- Press releases related to national campaigns, Media education sessions (where media attends education sessions about disease overview and generic treatment protocols, etc.) are acceptable practices.
- Press releases informing the media and the public about new medications becoming available by being locally registered, press releases about new medications receiving FDA or other approvals and press releases about launch event of a new medication and attended by healthcare professionals are not acceptable as they represent direct advertisement to the public and this is prohibited by the Pharmacy Law.

- Promotional Items and Gifts like:

- Cultural and courtesy gifts (like chocolate, flowers) are allowed in certain occasions for example in Christmas
- Business Cards are allowed

- Sponsoring a sports event is allowed as long as it does not include any advertisement to any drug (neither Brand nor Generic), only the name of the company will be allowed on promotional material.

- Printed copies of the code of ethics to display during congresses and symposia should be made available and it will be the responsibility of the sponsors to print the needed number of copies.

- In the code it says: *"in line with the content of the Code of Ethics for Medicinal products Promotion in Lebanon"* shall be clearly placed at the beginning of each congress or symposium." **Clearly placed" means:** this sentence should be placed either on the banners, or on the projected slides at the beginning of the conference, between sessions and when appropriate. In addition, to having either hard copies of the code or copies made available as soft copies during conferences.