



Senate Finance and Public Administration Committees  
PO Box 6100  
Parliament House  
Canberra ACT 2600

16 April 2013

**Re: Endorsement of Medicines Australia submission opposing the Therapeutic Goods Amendment (Pharmaceutical Transparency) Bill 2013**

Dear Sir/Madam

I am writing to register Sanofi's support of Medicines Australia's submission opposing the Therapeutic Goods Amendment (Pharmaceutical Transparency) Bill 2013.

The current self-regulation by Medicines Australia is a robust system of industry regulation that ensures professional and consumer confidence is maintained.

We believe self-regulation is a more efficient and cost effective means of improving transparency between the industry and healthcare professionals, rather than the introduction of government regulation.

Over the past few years the member companies of Medicines Australia have listened to consumers, healthcare professionals and government feedback and proactively sought to become more transparent and answerable to the Australian public than any other industry.

In 2012, Edition 17 of the Medicines Australia Code of Conduct was approved by the ACCC after rigorous scrutiny. This new Code of Conduct raised the level of transparency of member companies' interactions with healthcare professionals to disclose aggregate payments to doctors and consumer groups.

Sanofi considers the improvements made in Edition 17 of the Code to be at an appropriate level of disclosure, while still enabling healthcare professionals to undertake adequate levels of education and training on the use of prescription medicines to ensure appropriate patient outcomes.

In addition, Edition 17 of the Code was approved on the condition further amendments would be made and implemented by 2015. To that end, Sanofi supports the aims of the Medicines Australia Transparency Working Group, which is currently developing a model that will provide greater transparency to interactions between industry and healthcare professionals as a prelude to the early review of the Code.

In conclusion, we support Medicines Australia's decision to oppose the Bill on the grounds the Transparency Working Group, together with the ACCC, will deliver the desired outcome more efficiently and at less cost. Thus, ensuring the continuation of appropriate medical education for healthcare professionals, appropriate patient outcomes, and that industry conduct continues to reflect community expectations.

Yours sincerely,

Laurie McAllister  
Managing Director  
Sanofi Australia & New Zealand