

18 April 2013

State Finance and Public Administration Committee
PO Box 6100
Parliament House
Canberra ACT 2600

Dear Sir/Madam,

**RESPONSE TO THE THERAPEUTIC GOODS AMENDMENT (PHARMACEUTICAL
TRANSPARENCY) Bill 2013**

Merck Serono is an active member of Medicines Australia, the industry association which represents the innovative pharmaceutical industry. As such, we fully support the submission that is lodged by Medicines Australia.

Australia's National Medicine Policy 2000 supports 4 tenets of which 2 are relevant for the Transparency Bill -

- maintaining a viable and responsible medicines industry
- quality use of medicines

Merck Serono prides itself in acting responsibly in its dealings with healthcare professionals. We support the need for appropriate and responsible medical education in accordance with the Medicines Australia Code of Conduct as well as our own internal global code of conduct. It is our duty that we educate medical practitioners in a transparent manner to ensure the quality use of our medicines so that our medicines are used in a safe and effective way. Thus, we assert that self-regulation regarding our interactions with healthcare professionals, under the guidance of the ACCC, is the appropriate vehicle to meet our National Medicines Policy objectives.

To this end, we assert that the Pharmaceutical Transparency Bill is unnecessary.

Regards

Mr Shaju Backer
Managing Director
Merck Serono Australia & New Zealand