

Lundbeck Australia Pty Ltd

Ground Floor,
1 Innovation Road
NORTH RYDE NSW 2113

PO Box 1973
Macquarie Centre
NSW 2113 Australia

Tel + 61 2 8669 1000
Fax + 61 2 8669 1090
www.lundbeck.com.au



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

fpa.sen@aph.gov.au

18th April 2013

Therapeutic Goods Amendment (Pharmaceutical Transparency) Bill 2013

Dear Senators,

Lundbeck Australia is pleased to have an opportunity to make a submission to the Senate Finance and Public Administration Committees inquiry into the Therapeutics Goods Amendment (Pharmaceutical Transparency) Bill 2013.

Lundbeck is a Danish-based international pharmaceutical company which devotes its entire research and development efforts to developing innovative drugs for treatment of brain diseases. Our medicines and research efforts are focused, among other things, on the treatment of depression and anxiety, psychosis, bipolar disorder, Alzheimer's disease and Parkinson's disease.

Lundbeck firmly supports the position taken by the industry representative body Medicines Australia in opposing this Bill which we see as a threat to good patient care. The Bill would bring an unnecessary end to sponsorship of important educational activities and professional development opportunities for health professionals in Australia.

To ensure appropriate patient outcomes, healthcare professionals need the opportunity to undertake reasonable levels of education. Through the Lundbeck Institute, the company conducts educational seminars and events fully dedicated to **non-product related** activities. The Institute's mission is to contribute to improve quality of life for patients suffering from psychiatric and neurological diseases. Its efforts are supported by a range of global psychiatric organisations and governed by standards laid down by the Accreditation Council for Continuing Medical Education and the European Accreditation Guidelines. The activities undertaken by the Institute are highly regarded and an example of quality education contributing to a better understanding of complex brain disorders.



Lundbeck has shown a strong commitment to abiding by the Medicines Australia Code of Conduct (governed by the ACCC) and believes self-regulation is a more effective, efficient and (for taxpayers) cost effective way of increasing pharmaceutical industry transparency.

The proposed Bill would add significantly to the workload of the already under-resourced TGA and double-up on important work initiated by Medicines Australia through the Transparency Working Group – already advanced in developing ways to deliver greater transparency to interactions between industry and healthcare professionals.

Furthermore, Lundbeck would argue there is a greater and more pressing need for legislative efforts to address improved transparency and accountability in other pharmaceutical-related areas such as the devices and complementary medicines industries.

Lundbeck Australia supports efforts to improve industry transparency but believes this Bill is a flawed and unnecessary approach which will have a negative impact on patient care.

Yours Sincerely,

Lorena Di Carlo
Managing Director
Lundbeck Australia