

Marketing Code Authority Newsletter – December 2016

Dear MCA Members,

As this eventful year draws to a close, we would like to update you on key developments.

Board Matters

Following on from the successful AGM held 16 November 2016, Trade Associations have appointed their new representatives to the MCA Board and effective 1 December 2016 a number of changes will take place. Ann-Marie Hosang-Archer, Chair of the MCA Board for the last 2 years, has retired from the Board to be succeeded by Wayne McDuling of PHARMISA. The Board wishes to thank Ann-Marie for her significant input in time and leadership during her tenure.

Your newly appointed Board Members are:

- PHARMISA – Wayne McDuling (Chair); SALDA – Ambigai Naidoo (Vice Chair); IPASA – Stefan Maron; SMASA – Jenny Martin.

To maintain continuity a number of members have been co-opted to the Board for a one-year period: Dave Thomas, Rob Millar (Treasurer), Nicola Brink (CTAC).

MCA Management

Val Beaumont assumed the responsibilities of Executive Officer in September and is assisted by Tasmirah Mall as Executive Assistant and Web Administrator. Their combined mandate is to seek regulation of the Code, to strengthen code enforcement, and ensure good governance of the MCA.

Finances and Membership fees

The 2015 financials were accepted at the AGM. The budget for 2017 has been approved by the Board with the Board unanimously agreeing not to increase membership fees for 2017.

MCA Membership

Currently the MCA has 256 members across the full spectrum of the pharmaceutical industry.

SAMED has resigned from the MCA with a view to administering and enforcing its own code. Whilst regrettable, the MCA wishes them well in their endeavours and at the same time encourages individual SAMED members to continue with Code certification through the MCA web based system.

MCA Code Amendment

The Code has been amended to accommodate complementary medicines and it now covers all health products which are subject to registration in terms of the Medicines Act.

Regulation of the Code

Your Board members remain focused on achieving one key objective; formal recognition of the MCA Code as the industry self-regulation body. Significant developments have occurred over the

last quarter of 2016 and we hope to be in a position to make some positive announcements in this regard in 2017.

Complaints

We have had three complaints in 2016. Case study versions will be posted on our website once administrative issues have been finalised.

Our complaints are adjudicated by panellists who volunteer their services on behalf of Member companies. The MCA is in need of more panellists and encourage those with experience in Regulation and Marketing of medicines as well as those with legal expertise to please volunteer their services and experience. Those interested in participating should send their CVs to info@marketingcode.co.za. A training and orientation session will be held for all panellists early in 2017.

MCA Code Related Issues

The Code Technical Advisory Committee (CTAC) continues to provide a valuable service to the MCA on technical aspects of the Code and Code enforcement. Preparations are underway to revise the Code and its interpretive guideline next year, to ensure they remain current and effective.

Training

At the recent AGM there was a strong appeal from Members for increased access to training facilitated by the MCA. A number of ideas have been put forward and will be implemented early in the New Year.

Conclusion

To quote the outgoing Chair of the MCA from her annual report at the recent AGM, "...The MCA has adopted a strategy wherein the MCA brand is strengthened such that stakeholders and affected constituencies recognise the value of the Code and are aware when a company contravenes it. A key objective is that stakeholders seek in preference to do business with companies that are compliant with the Code. Our ultimate prize is that we remain **self-regulating** and yet enjoy regulatory endorsement of the Code ...". This remains the strategic objective of the MCA.

The MCA Board and staff look forward to working with members to achieve these significant goals and wish to thank you for your support and contribution throughout 2016.

To you and yours, we wish you a happy, fun-filled and safe holiday season and look forward to engaging with you in 2017.

Wayne McDuling (Chairman)

Val Beaumont (Executive Officer)

The MCA office will be closed between 16th December and the 3rd of January and complaint enforcement processes will be suspended during this period.

Unit 7 Boskruin Business Park, Bosbok Road, Randpark Ridge, 2169
Tel: +2763 044 5200

Email: info@marketingcode.co.za / www.marketingcode.co.za

Chairperson: Wayne McDuling

Executive Officer: Val Beaumont