KYRIAKIDES GEORGOPOULOS
LAW FIRM

LIFE SCIENCES & HEALTHCARE PRACTICE

EOF issues Notice and relevant Q&A memo regarding the advertising of pharmaceutical products

May 27, 2021

LIFE SCIENCES & HEALTHCARE PRACTICE

EOF issues Notice and relevant Q&A memo regarding the advertising of pharmaceutical products

BY VICKY VLONTZOU

On 21 May 2021, the National Organization for Medicines ("**EOF**") issued a Notice regarding the submission of promotional/informational materials concerning medicinal products for human use to EOF's Product Circulation Control Department.

According to the Notice, pharmaceutical companies that submit these materials on or after 31 May 2021 must also send a "**Submission Form for Promotional/Informational Material for the advertising of a pharmaceutical product addressed to Healthcare Professionals**" when the material is addressed to HCPs (pursuant to Article 130 par. 2 of Ministerial Decision DYG3a/32221/2013, transposing Directive 2001/83/EC on the Community Code relating to medicinal products for human use [**"Ministerial Decision DYG3a/32221/2013"**]) or a "**Submission Form for the advertising of non-prescription medicinal products addressed to the General public"** (pursuant to Article 130 par. 2 of Ministerial Decision DYG3a/32221/2013). These forms should be sent to EOF's dedicated e-mail address: protokollo@eof.gr.

EOF has also issued a **Q&A document** providing answers to frequently asked questions regarding the advertising of pharmaceutical products. Indicatively, the Q&A offers clarifications on what constitutes advertising and provides clarifications and examples regarding the following topics:

- Information campaigns regarding nutrition and/or diseases, which are addressed to the general public;
- The use of logos in the context of information campaigns;
- Advertisements mentioning the phrase "No 1" or "Number one selling medicinal product";
- The display of pharmaceutical products on a company's website (or anywhere on the web).

Finally, the document also provides guidance regarding the distinction between advertising and mere dissemination of medical information and lays down requirements that vaccination campaigns must follow in order to meet objectivity standards.

It should be noted that both the Notice and the relevant Q&A document only refers to pharmaceutical companies and pharmaceutical products for human use.

Contact Us

Irene Kyriakides
PARTNER
i.kyriakides@kglawfirm.gr

Victoria Mertikopoulou
PARTNER
v.mertikopoulou@kglawfirm.gr

Follow Us

ATHENS OFFICE

28, Dimitriou Soutsou Str.,
115 21 Athens

T +30 210 817 1500
F +30 210 685 6657-8

E kg.law@kglawfirm.gr

THESSALONIKI OFFICE

31, Politechniou Str.,
546 26 Thessaloniki

T +30 2310 441 552

E kg.law@kglawfirm.gr

www.kglawfirm.gr