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The regulations are aimed at improving the ethical standards in the medical profession and are expected to achieve the desired objectives. It is noteworthy that within the pharmaceutical industry in India, OPPI first introduced its own new code of ethical marketing practices in 2007, for self-regulations in this important arena. The OPPI code sets out standards for ethical promotion of pharmaceutical products to healthcare professionals in order to ensure that interactions between its member companies and such professionals are not only appropriate but also perceived as such.

Although the regulations are steps in the right direction, the pharmaceutical industry, by and large, is

apprehensive that important and informative Continuing Medical Education (CME), which in turn could help the patients immensely, may be adversely affected with this new regulation and so are the areas involving medical/clinical research & trials.

The OPPI Code of Pharmaceutical Marketing Practices, in contrast, clearly specifies a practical and neutral 'Do's & 'Dont's' in the areas of CME.

Eli Lilly, the first global pharmaceutical company to voluntarily announce such a disclosure around September 2008, has already uploaded its physician payment details on its website. Also, the US pharmaceutical major Merck has followed suit, and so have Pfizer and GSK. Meanwhile, Cleveland Clinic and the Medical School of the University of Pennsylvania are also in the process of disclosing details of payments made by the pharmaceutical companies to their research personnel and the physicians. Similarly, the Royal College of Physicians, UK, has been recently reported to have called for a ban on gifts to the physicians and support to medical training by the pharmaceutical companies.