

Signatory Companies

In October 2018, the PhRMA Board of Directors adopted measures to enhance the PhRMA Guiding Principles on Direct to Consumer Advertisements about Prescription Medicines. The revised, voluntary Principles become effective on April 15, 2019.

The revised, voluntary Principles include a new guiding principle stating that “[a]ll DTC television advertising that identifies a prescription medicine by name should include direction as to where patients can find information about the cost of the medicine, such as a company-developed website, including the list price and average, estimated or typical patient out-of-pocket costs, or other context about the potential cost of the medicine.” The Principles also state that PhRMA will identify on its website all companies that voluntarily and independently commit to abide by the Principles and will identify companies that complete, at the appropriate time, annual certifications that they have policies and procedures in place to foster compliance with the Principles.

The following is a list of all signatory companies who have announced that they intend to abide by the Principles:

AbbVie	GlaxoSmithKline
Alexion Pharmaceuticals, Inc.	Incyte Corporation
Alkermes plc.	Ipsen Biopharmaceuticals, Inc.
Allergan plc	Johnson & Johnson
Amgen Inc.	Lundbeck Inc.
Astellas Americas	Merck & Co., Inc.
AstraZeneca Pharmaceuticals LP	Novartis Pharmaceuticals Corporation
Bayer Corporation	Novo Nordisk Inc.
Biogen	Otsuka America Pharmaceutical, Inc. (OAPI)
BioMarin Pharmaceutical Inc.	Pfizer Inc
Boehringer Ingelheim Pharmaceuticals, Inc.	Purdue Pharma L.P.
Bristol-Myers Squibb Company	Sanofi
Celgene Corporation	Sunovion Pharmaceuticals Inc.
Daiichi Sankyo, Inc.	Takeda Pharmaceuticals USA, Inc.
Eisai Inc.	Teva Pharmaceuticals
Eli Lilly and Company	UCB
EMD Serono	