

Drug companies to cut down gifts for doctors.

The pharmaceutical industry across the whole European continent now has to follow a tough new code of practice. Drugs companies will have to limit the entertainment they provide to doctors. This follows accusations that companies entertain doctors in order to influence prescribing patterns.

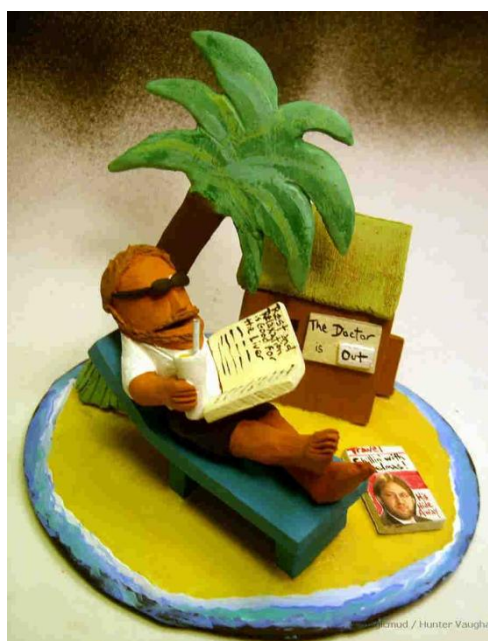
The code tries to respond to such criticism. It puts a strict limit on hospitality and gifts that can be offered to doctors or other drug prescribers.

For example, pharmaceutical companies are no longer allowed to offer personal gifts to healthcare professionals. Any gift offered should be relevant to office use and its value restricted to ten euros. Invitations to sporting or other leisure events are no longer allowed, either.

The code also places tight limits on the widespread practice of companies funding doctors' travel to scientific conferences in order to gain credibility for their products. Drug companies are now allowed to pay only economy air fares for doctors when travel is justified. In addition, payment for spouses is no longer allowed.

There will be sanctions and annual audits to ensure everybody follows the code.

Some countries, including Sweden, the UK, France and Spain, have already brought in tough industry codes of practice. However, a few other EU countries may have to change their culture to meet the demands of the new proposals.



Ex.1 Match the two columns to form collocations from the text:

- | | |
|---------------|----------------|
| 1. to follow | (air) fares |
| 2. to provide | a code |
| 3. to respond | a limit on sth |
| 4. to put | credibility |
| 5. to offer | demands |
| 6. to place | entertainment |
| 7. to gain | gifts |
| 8. to pay | limits |
| 9. to meet | to criticism |

Ex.2 Match the words in the first column with their synonyms from the text in the second:

- | | |
|--------------------|----------------|
| 1. to reduce | a) allowed |
| 2. strict | b) annual |
| 3. to react | c) demands |
| 4. appropriate | d) relevant |
| 5. worth | e) respond |
| 6. limited | f) restricted |
| 7. permitted | g) spouse |
| 8. husband or wife | h) tough |
| 9. yearly | i) value |
| 10. to implement | j) to cut down |
| 11. requirements | k) to bring in |

Ex. 3 Unjumble these words taken from the text:

- | | | |
|-----------------|--------|------------------|
| 1. hccmrapietau | p_____ | = farmaceutyczny |
| 2. etentmnetira | e_____ | = rozrywka |
| 3. tcsnoiaucas | a_____ | = oskarżenia |
| 4. ipytahotsil | h_____ | = gościnność |
| 5. trecaelhha | h_____ | = służba zdrowia |

6. tniaiintvo	i _____	= zaproszenie
7. wpsrddeae	w _____	= szeroko rozpowszechniony
8. yiiblidtcre	c _____	= wiarygodność
9. utiijfdes	j _____	= uzasadniony
10. sudnrtyi	i _____	= branżowy
11. spprooal	p _____	= propozycja

Phrasals, phrasals...

The reading text contains the phrasal verb "bring in" (Some countries, including Sweden, the UK, France and Spain, have already brought in tough industry codes of practice.) here meaning "wprowadzać". Here are other examples of the use of this verb:

- *New safety regulations have been brought in.*
- *Congress brought in reforms to prevent abuse of presidential power.*
- *She said the government would bring in the necessary legislation to deal with the problem.*

Grammar corner...

The text contains such a sentence: For example, pharmaceutical companies are no longer allowed to offer healthcare professionals personal gifts. The underlined expression "no longer" means here more or less "już nie" and it is quite a common way of saying this.

Ex. 4 Translate these sentences so that they contain the expression "no longer":

1. *Anna już tu nie pracuje.*

2. *Już się tym nie zajmuję.*

3. *Już tam nie mieszkamy.*

4. *Już nie popełniam tego błędu.*

5. *Nasza firma już nie prowadzi z nimi interesów.*

GLOSSARY	
drug/pharmaceutical company	firma farmaceutyczna
to cut down	ograniczyć, "obciąć" (jakieś przywileje)
tough	ciężki, trudny, surowy
code of practice	kodeks postępowania
to limit	ograniczyć
entertainment	rozrywka
accusations	oskarżenia
prescribing	przepisywanie leków
pattern	wzór, model
to respond	zareagować
hospitality	gościnność
healthcare	służba zdrowia, opieka zdrowotna
relevant	odpowiedni, stosowny
value	wartość
restricted	ograniczony
invitation	zaproszenie
leisure event	wydarzenie rekreacyjne
allowed	dozwolony
tight limit	ściśle ograniczenie
widespread	szeroko rozpowszechniony
to gain	zdobyć, zyskać
credibility	wiarygodność
air fares	opłaty lotnicze
justified	uzasadniony
spouse	małżonek
sanction	sankcja
annual	(co)roczny
to ensure	zapewnić
to follow	tu: przestrzegać
to bring in	wprowadzać
industry	tu: branżowy
to meet	spełnić
demands	wymogi
proposal	propozycja

ANSWER KEY:

Ex.1

1. to follow a code
2. to provide entertainment
3. to respond to criticism
4. to put a limit on sth
5. to offer gifts
6. to place limits
7. to gain credibility
8. to pay (air) fares
9. to meet demands

Ex. 2

- | | |
|--------------------|-------------|
| 1. to reduce | to cut down |
| 2. strict | tough |
| 3. to react | respond |
| 4. appropriate | relevant |
| 5. worth | value |
| 6. limited | restricted |
| 7. permitted | allowed |
| 8. husband or wife | spouse |
| 9. yearly | annual |
| 10. to implement | to bring in |
| 11. requirements | demands |

Ex. 3

1. pharmaceutical
2. entertainment
3. accusations
4. hospitality
5. healthcare
6. invitation
7. widespread
8. credibility
9. justified
10. industry
11. proposal

Ex.4

1. Anna no longer works here.
2. I no longer deal with that.
3. We no longer live there.
4. I no longer make this mistake.
5. Our company no longer does business with them.