

COVID-19: Restrictions on promoting medicines

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In accordance with general precautions established by the government due to the COVID-19 pandemic, the Turkish Medicines and Medical Devices Agency published new arrangements in March 2020 on promotional activities concerning medicines to encourage social isolation.

On 19 March, the Agency published an [announcement](#) (Turkish language) indicating that product promotion representatives of the pharmaceutical companies must cease visiting health institutions and establishments, including pharmacies, until a further announcement is made by the Agency. Product promotion representatives must conduct those activities electronically (that is, by email or video conferencing).

On 31 March, the Agency published an [announcement](#) (Turkish language) permitting marketing authorisation holders to organise or sponsor web-based promotional meetings that are accessible by all participants using computers only. An application must be made to the Agency for those meetings in accordance with the provisions of the Regulation on Promotion Activities of Human Medicinal Products.