**January 2020: Kyowa Kirin calcium and vitamin D therapy review service**

A patient complained about a therapy review service offered by Kyowa Kirin to GP practices in 2019. The complainant alleged that company has sponsored a pharmacist to switch medication of patients on calcium and vitamin D supplements to their own brand of Adcal-D3 chewable tablets.

To address the complainant’s concerns, Kyowa Kirin amended the service documents to ensure that communication to the patient is made before any change being made to their prescription.

MHRA did not uphold the advertising complaint. The company provided assurances that the therapy review service was not connected with the switch to an individual product or medicine and was delivered by an independent service provider under the authority of a lead nominated clinician from the participating GP practice.