



MONTANA STATE HOSPITAL POLICY AND PROCEDURE

Pharmaceutical Industry Representatives

Effective Date: April 6, 2007

Policy #: ADM-10

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- I. PURPOSE:** To establish guidelines for interactions between staff of Montana State Hospital and Pharmaceutical Industry Representatives (PIR) to avoid situations where there could be an appearance of conflict of interest or other ethical indiscretion. This policy is intended to govern activities that occur on the Montana State Hospital Campus or while employees are performing duties during scheduled work time.
- II. POLICY:** Montana State Hospital employees as individuals or representatives of the organization may not accept gifts from PIRs or use items that are clearly for the purpose of marketing pharmaceutical company products (e.g., pens, note pads, date books, tote bags, and erasable boards). PIRs may not provide meals to employees unless authorized by the Hospital Administrator.

This policy is not intended to prohibit PIRs from providing information to Hospital staff concerning pharmaceutical products or other aspects of providing care and treatment.

This policy is not intended to prohibit employees from attending functions sponsored by pharmaceutical companies during off-duty time where meals may be served. This policy is not intended to prohibit employee participation in conferences or other educational functions that may be sponsored entirely or in part by pharmaceutical companies. Physician involvement in off-campus functions should be consistent with guidelines from the American Medical Association.

PIRs are encouraged to provide information and materials that advance patient care and treatment without prominently naming specific product brands sold by the pharmaceutical company. Examples include pamphlets, posters, videos, etc.

PIRs making presentations to state hospital staff should address medication use within the scope permitted by Food and Drug Administration Guidelines.

PIRs are also encouraged to help Montana State Hospital patients access prescribed pharmaceutical products after discharge through the use of vouchers, coupons, and patient assistance programs.

Employees are prohibited from accepting financial compensation or travel expenses from a pharmaceutical company or PIR unless specifically authorized by the Hospital Administrator. This particular provision of this policy is intended to apply to activities taking place off campus or outside of scheduled work hours.

III. DEFINITIONS:

Pharmaceutical Industry Representative (PIR) – A representative of a pharmaceutical company who makes contact with healthcare providers for the purpose of marketing products.

IV. RESPONSIBILITIES:

All hospital staff are responsible for adhering to the requirements of this policy.

Employees of the Hospital's pharmacy contractor are also responsible for adherence to this policy.

The Medical Director (or designee) is responsible for informing PIRs of this policy.

V. PROCEDURE:

A. Pharmaceutical Industry Representatives will register with the Medical Director (or designee) who will inform them of the Hospital's policy.

B. Employees are prohibited from accepting marketing products referencing pharmaceutical companies or brands of drugs. Employees are requested to refrain from using such items while on the job.

C. PIRs may make arrangements with the Medical Director (or designee) to provide information or make presentations concerning products on the market or care and treatment of hospital patients. The Medical Director (or designee) will work with the Staff Development Department to identify programs that should be offered to other staff members as part of the Hospital's continuing education program.

D. PIRs may offer resources for staff training, patient assistance programs, or may make donations that support the hospital in caring for patients by contacting the Hospital Administrator.

V. REFERENCES: AMA – Ethical opinions and guidelines; Opinion 8.061, "Gifts to Physicians from Industry"

VII. COLLABORATED WITH: MSH Medical Staff

VIII. RESCISSIONS: None, new policy

IX. DISTRIBUTION: All hospital policy manuals

X. REVIEW AND REISSUE DATE: April 2010

