

Open Payments Program & Physicians

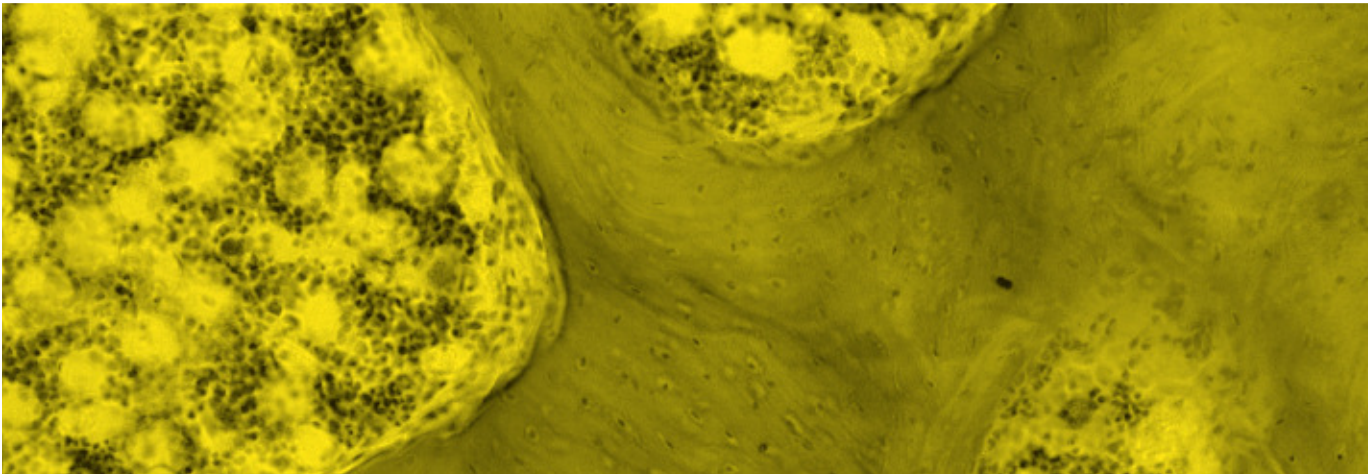
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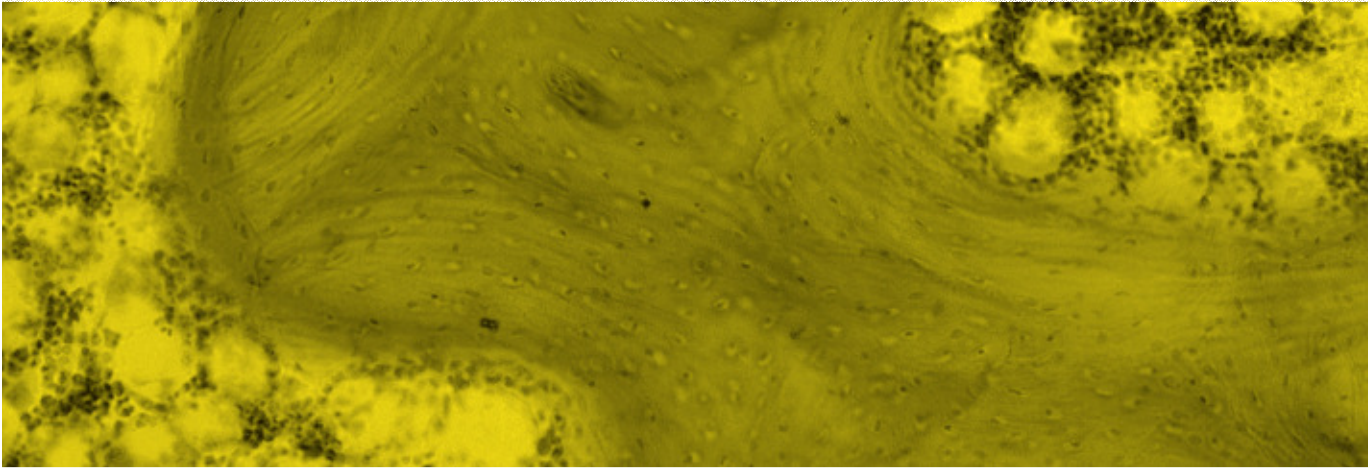
Medicine & Ethical Standards

- 1847 AMA Code of Ethics
- Most Comprehensive Source of Ethical Guidance for Physicians
- Clear Ethical Guidelines – Physician Interaction with Industry
- Patient Interest Paramount
- Relationships-Transparent, Meaningfully Independent, Focused on Patient Benefit





Open Payments Program—Impact on
Innovation and Dissemination of Medical Knowledge



Current Concerns

- Low Levels of Physician Awareness of Sunshine Provisions
- Manufacturer & GPO Ongoing Notice to Physicians
 - Individual Companies - webpage
 - Utilization of App
 - Aggregators – consolidated portal
- Indirect reportable transfers
 - 3rd party beneficiaries
 - Manufacturer **requires, instructs, or directs** payment or transfer through 3rd party
- Physician opportunity to provide context





Physician Resource: www.ama-assn.org/go/sunshine

