



Updates to the PhRMA Code on Interactions with Healthcare Professionals

**National Pharma Audioconference
August 5, 2008**



- The PhRMA Code has been updated as part of an ongoing effort to be responsive to the concerns of healthcare stakeholders and enhance the critical interactions between pharmaceutical research companies and physicians
- Approved unanimously by the PhRMA Board of Directors
- Code reaffirms that interactions between company representatives and healthcare professionals should be focused on informing healthcare professionals about the benefits and risks of medicines to help enhance patient care, providing scientific and educational information, and supporting medical research and education
- Takes effect in January 2009

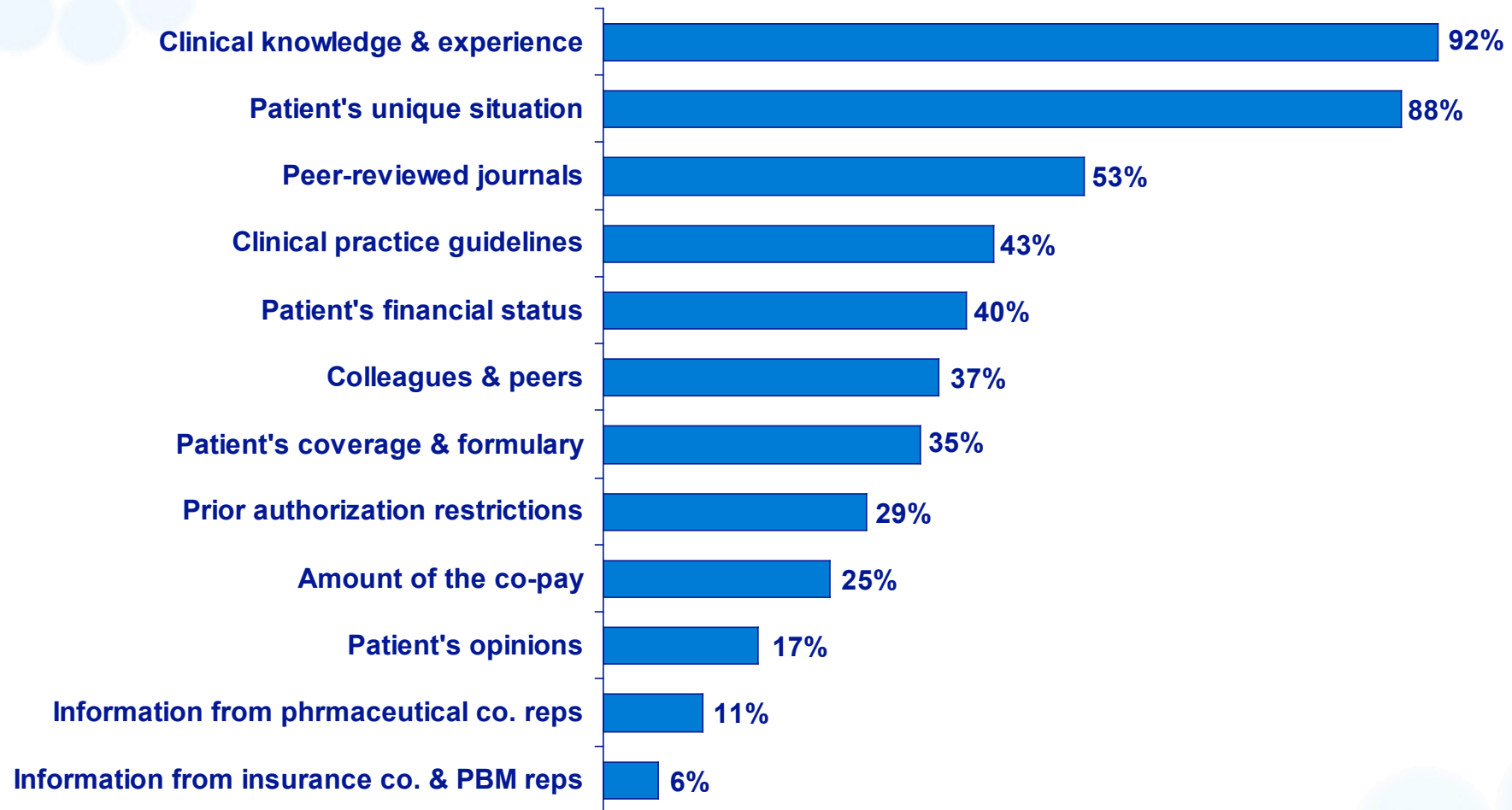


- **Eliminates all “gifts” to physicians, including “reminder” items (educational items still appropriate)**
- **Prohibits sales representatives from providing restaurant meals to health care professionals**
 - Limits sales representatives to in-office or in-hospital settings with educational presentations
- **New provision on training of company representatives**
- **New provisions on adherence to Code**
 - Annual certification of compliance by CEO and Compliance Officer
 - Compliance Officer contact information posted on PhRMA website
 - Third party verification encouraged

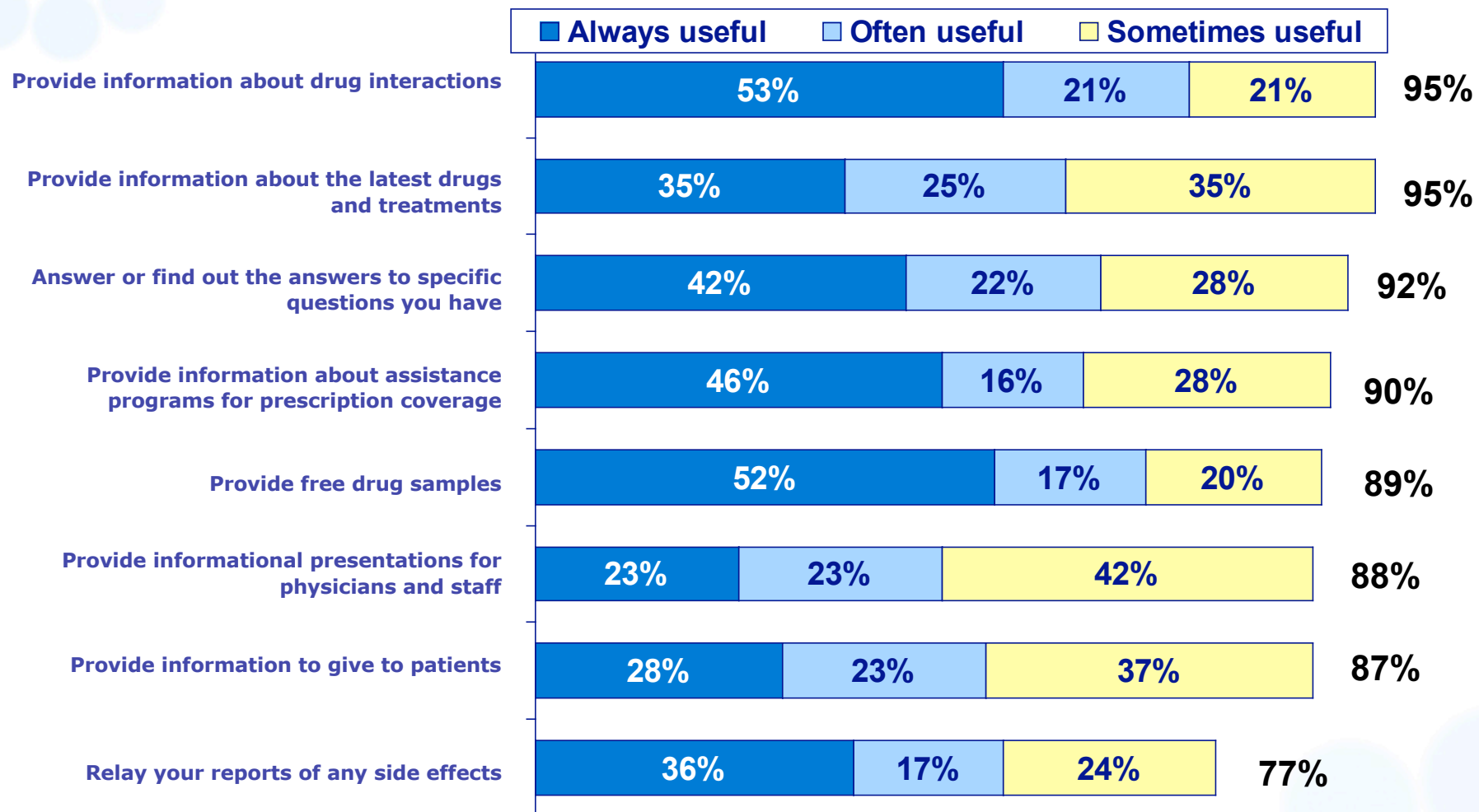


- **Enhances the independence of Continuing Medical Education funded by companies**
- **Sets guidelines on the use of physician prescriber data, supporting appropriate use of the data, allowing for physician opt-out, and providing a contact for physicians**
- **Requires disclosure of speaker and consulting relationships with industry for physicians on formulary and guidelines committees and requires each company to cap the amount of annual compensation an individual physician speaker can receive**
- **Requires companies to monitor health care professional speaker programs for FDA compliance**

Physicians Consider Multiple Factors in Prescribing



Source: KRC Research, Survey of Physicians about Pharmaceutical and Biotech Research Activities and Information, Commissioned by PhRMA, March 2008



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