

SECTION XIV
SALES REPRESENTATIVES
CONNECTICUT VALLEY HOSPITAL
PHARMACY POLICY AND PROCEDURE MANUAL

SECTION XIV: **SALES REPRESENTATIVES**
CHAPTER 14.1: **VISITS OF PHARMACEUTIAL SALES**
 REPRESENTATIVES

POLICY:

Although the relationship between the pharmaceutical industry and health care providers involves controversy, it is recognized that pharmaceutical representatives can provide information that would otherwise be inaccessible to some CVH staff. It is thus desirable to balance the need for education with the need to ensure the balance and validity of information presented. All visits by Pharmaceutical Sales Representatives shall be made by appointment with the staff members to be visited. Each representative shall wear a nametag with his/her name and the name of the company represented. Under no circumstances shall any representative be allowed in any clinical area.

PROCEDURE:

1. The sales representative makes an appointment with the staff member he or she wishes to visit. Prior to coming to campus, the representative must notify the Pharmacy of the visit. If the visit occurs during hours of Pharmacy operation, the representative must stop by the pharmacy and register. If the visit occurs when the Pharmacy is closed, the representative may proceed to the check in location of the building being visited and register with the nursing supervisor.
2. The sales representative must follow the procedures for visitors for each building visited, including signing in and wearing a name badge. The sales representative is authorized to visit only those persons with whom an appointment has been made.
3. If any staff person feels that information presented by a pharmaceutical representative is biased or otherwise misleading, this should be brought to the attention of the relevant discipline chief (e.g., the Chief of Professional Services, the Nursing

Executive, or the Pharmacy Supervisor). If investigation supports any significant concern, an appointment to meet with the discipline chief will be requested of the representative in question. No visits to CVH by that representative can occur until that appointment has taken place. Concerns will be clearly expressed to the representative, and it will be clearly stated that recurring concerns may result in the permanent suspension of visiting privileges.

4. If a discipline chief concludes that the visiting privileges of a pharmaceutical representative must be suspended, this matter will be submitted to the Chief of Professional Services and to the Chairmen of the Pharmacy, Nutrition and Therapeutics Committee for review by that committee.
5. While meals during an industry sponsored educational event; not in excess of \$50 per state employee, per company, per year is allowed by the Office of State Ethics; DMHAS no longer allows any giving to state employees. Individual staff, however, are reminded of their obligations to monitor their own adherence to such guidelines.