



**Pharmaceutical Company Representatives – Queensland Health
Standards of Interaction and Behaviour**

Policy Statement

Pharmaceutical company sales and marketing representatives are only permitted access to Queensland Health sites and staff members in accordance with the guidelines laid down in this policy and any policies in place at a local level.

Pharmaceutical company representatives need to comply at all times with the Medicines Australia Code of Conduct. This policy is intended to relate only to pharmaceutical products and drug related devices. It does not cover activities relating to scientific research.

Background

Queensland Health supports the objectives of the National Medicines Policy and recognises the need to maintain a responsible and viable medicines industry. This policy seeks to provide transparency for acceptable standards of interaction and behaviour between industry representatives and Queensland Health staff.

Consequences of Non-compliance with this Policy

Failure to comply with this policy may result in restriction of access of individuals to Queensland Health sites.

On a company level, Queensland Health maintains a register of professional conduct issues and issues relating to promotion and marketing activities¹. These will be taken into account when evaluating submissions for Standing Offer Arrangements.

Attendance at Queensland Health sites

1. Representatives should display appropriate identification indicating their names and company at all times whilst on site.
2. On attendance at a site, representatives need to register at the Pharmacy Department (unless another site has been locally delegated). The register will record the time, purpose and location of appointments. Representatives must not undertake business other than that stated.
3. All hospital staff including, but not limited to, Heads of Department, medical staff, registrars, nursing staff, Directors of Pharmacy and pharmacy staff can only be seen by appointment.
4. Unsolicited email and paging should not be used as a means of making contact or organising appointments with staff unless by prior approval by that staff member.
5. Patient care areas are not to be used for interviews. This includes, but is not limited to, patient accommodation in the wards and intensive and coronary care; operating theatres and recovery; day therapy units such as renal dialysis and chemotherapy and radiology. Non-patient care areas such as ward offices, tutorial rooms may be made available for that purpose.

Promotion and Promotional Materials

1. Promotional materials should be educational in nature and useful to healthcare providers for the care and treatment of their patients.
2. Marketing and materials should not include promotion for non-TGA approved indications.
3. Promotional material should be accompanied by published evidence from peer-reviewed journals.

Drug Displays/Education Sessions and other sponsored meetings

1. Drug displays and exhibits are to display only materials of an educational nature.
2. Education sessions for resident medical staff should be organised with nominated senior staff member of that department and/or institution.
3. In-service education sessions for nursing staff and pharmacy staff must be approved by the respective educational co-ordinators in each department.
4. Sponsorship of educational and other unit meetings must be declared and in accordance with Medicines Australia Code of Conduct.
5. No samples should be made available at education sessions or as part of displays at any time. Any samples that are made available (eg for Product Familiarisation Programs or compassionate use) will be provided to pharmacy.
6. Copies of published evidence from peer-reviewed journals as well as approved product information (data sheets) and Consumer Medicine Information should be made available to staff at such sessions.
7. Drug displays and education sessions are not limited only to drugs available on the Queensland Hospital Standard Drug List however discussions should indicate the status of the drug and its restrictions.
8. Educational sessions must include an opportunity for open discussion where staff members may express independent views relating to the topic.

New Drugs and Pharmaceutical Products

1. New drugs may not be used in a hospital without prior approval of the local Drugs and Therapeutics Committee.
2. New drugs for inclusion on the Queensland Hospitals Standard Drug List are considered by the Queensland Hospitals Drug Advisory Committee on a monthly basis. Applications are only accepted from a Queensland Health professional staff member with input from a relevant prescriber.
3. Product Familiarisation Programs (PFP) should be conducted according to the relevant section of the Medicines Australia Code of Conduct and Queensland Health's "Policy Guidelines on Familiarisation Drugs".
4. Promotion of PFPs should not occur until approval is given by the local Drug and Therapeutics Committee. Distribution of all medicines, including PFP drugs, should be managed through the Pharmacy Department.

Supply of Drugs and Pharmaceuticals to Queensland Health Public Hospitals

1. All pharmaceuticals and dental products should be purchased through Central Pharmacy, except with prior approval from Director, Medicines and Pharmacy Services Unit.
2. Supply of free or bonus stock as part of a purchasing arrangement is not permitted at an individual hospital level. All such arrangements and offers must be part of the contracted supply with Central Pharmacy.
3. Compassionate use stock must first have been approved by the Director of Pharmacy and be delivered and distributed through the hospital pharmacy.

Scope and Application

This policy applies to all Queensland Health institutions.

Effective Date

01/10/2006

Compliance

This policy is subject to audit by Hospital Management, Queensland Health's Audit and Operational Review Branch and other areas of Queensland Health as a quality assurance process.

Review Cycles and Responsibilities

This policy will be reviewed by the Medicines and Pharmacy Services Unit after 5 years unless requested earlier by the Senior Executive Director, Clinical and Statewide Services or Chief Health Officer.

Authorised by

Chief Health Officer

01/10/2006

Further information

Contact: Director, Medicines and Pharmacy Services Unit
07 3636 9830 (Our Reference ap10712a)