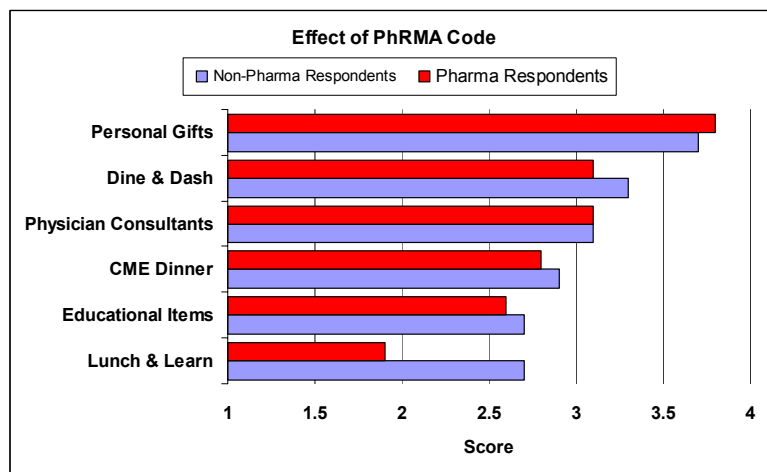


Reprint

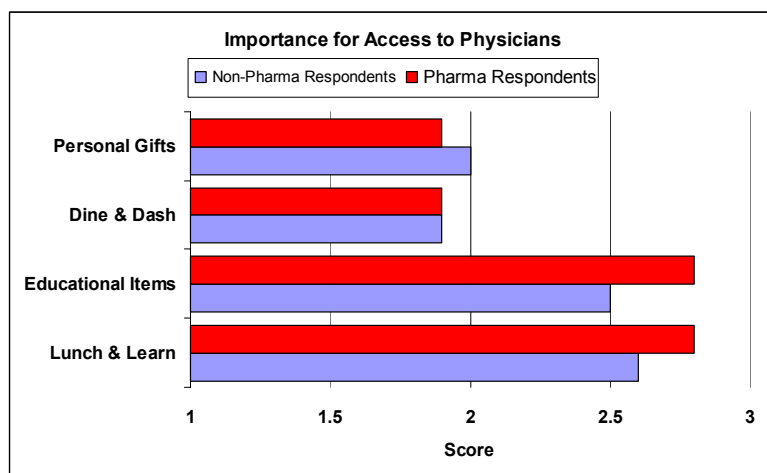
Impact of PhRMA Code on Interactions with Physicians

By John Mack

The PhRMA Code on Interactions with Physicians (Code) affirms that a pharmaceutical sales rep's primary function is to educate and inform doctors. In pursuit of this function, certain activities are supposed to be forbidden. However, there may be some differences among pharmaceutical companies regarding the interpretation of the Code and how it is applied in practice.



Q1: In your opinion, what ACTUAL effect has the Code had on the following activities supporting physician marketing and sales? (NO EFFECT means no cutback in activity, GREAT EFFECT means complete halt in activity.) 1=NO EFFECT, 4=GREAT EFFECT



Q2: In your opinion, how important are the following activities – permitted by the Code or not – for helping sales reps gain access to physicians? (1=NOT IMPORTANT AT ALL, 3=VERY IMPORTANT)

Pharma Marketing News hosted a [survey](#) of its subscribers and visitors to the Pharma Marketing Network Web site about this issue. We received 31 responses from people working within branded pharmaceutical companies as well as people working on the vendor side (medical communications companies, marketing agencies, and consultants).

The activities we asked about included:

Dine & Dash – Offering “take-out” meals or meals to be eaten without a company representative being present.

Lunch & Learn – Offering a lunch, usually at the physician’s office, while the sales rep makes an informational presentation.

Educational & practice related items – Items primarily for the benefit of patients or items primarily associated with a healthcare professional’s practice (such as pens, notepads, and similar “reminder” items with company or product logos).

Personal gifts to physicians – Items intended for the personal benefit of healthcare professionals (such as floral arrangements, artwork, or tickets to a sporting event, theater, opera, etc.)

In general, both pharma and non-pharma respondents agree that the Code has had the greatest effect on personal gift giving to physicians and “Dine & Dash” programs, whereas it has had much less effect on “Lunch & Learn” programs. Interestingly, pharma people tend to believe the Code has affected Lunch & Learn a lot less than non-pharma people believe it has (see Q1).

Pharma Marketing News

Pharma Marketing News—the First Forum for Pharmaceutical Marketing Experts—is published monthly by **VirSci Corporation** except for August. It is distributed electronically by email and the Web to members of the Pharma Marketing Network (www.pharmamarketing.com).

VirSci Corporation specializes in pharmaceutical marketing intelligence and best practices, development of sponsored newsletters and other educational programs, and consulting in privacy and HIPAA. Our goal is to help our clients gain access to *their* clients and do business via the Internet more effectively, with greater return on

Publisher & Executive Editor
John Mack

VirSci Corporation

www.virsci.com

PO Box 760

Newtown, PA 18940

215-504-4164, 215-504-5739 FAX

<mailto:editor@pharmamarketingnews.com>
Advisory Board
Jack Pfister

Director, Business Development, Bruce Leeb & Company

Mark Schmukler

Managing Partner, Sagefrog Marketing Group, LLC

Harry Sweeney

Chairman, CEO, Dorland Global Health Communications

Richard Vanderveer, PhD

Chairman & CEO, V2

Subscribe to Pharma Marketing News

Pharma Marketing News (PMN) is the FREE monthly e-newsletter of the **Pharma Marketing Network**. Highlights are delivered to subscribers by e-mail. The full pdf version is available at www.pharmamarketingnews.com. You also have the option to participate in 2-way, peer-to-peer e-mail discussions with your pharmaceutical marketing colleagues through the **PHARMA-MKTING list**. By subscribing to PMN, you agree to receive e-mail messages through this service as well as newsletter highlights. We do not sell or share your personal information with third parties.

RED=REQUIRED INFORMATION
FIRST NAME: _____ **LAST NAME:** _____

JOB TITLE: _____ **COMPANY:** _____

COUNTRY: _____

E-MAIL ADDRESS: _____

E-MAIL FORMAT PREFERENCE: ___ HTML ___ TEXT ___ NONE

 I also wish to join the PHARMA-MKTING list to participate in 2-way peer-to-peer discussions.
SUBSCRIPTION OPTION: ___ FULL DISCUSSION ___ "LURK & LEARN" (DIGEST MODE)

BLACK=OPTIONAL INFORMATION (For our internal use only. We don't sell or rent mailing lists/labels)

ADDRESS: _____

CITY: _____ STATE/PROV: _____ POSTAL CODE: _____

PHONE: _____ FAX: _____

 Mail or fax to: VirSci, PO Box 760, Newtown, PA 18940, 215-504-5739 (Fax)
