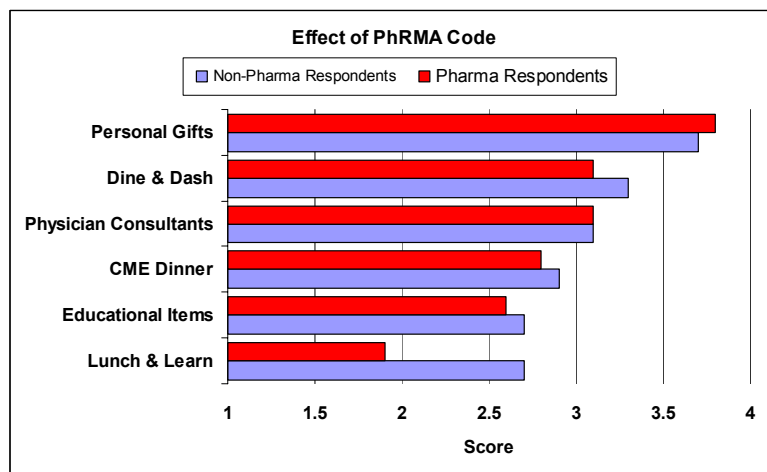


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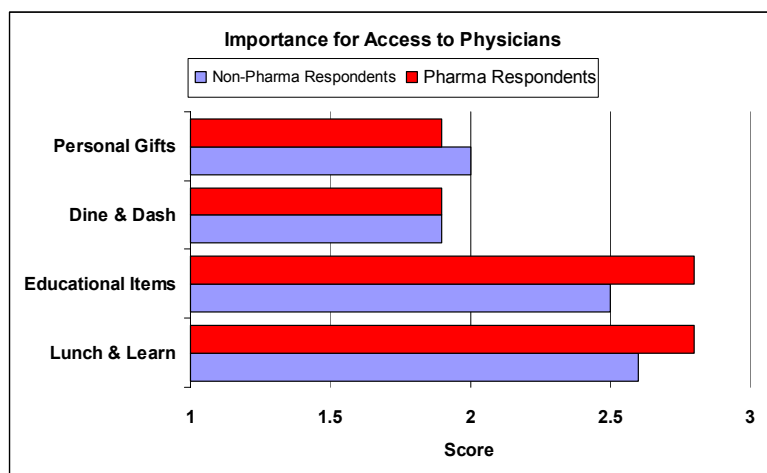
### Impact of PhRMA Code on Interactions with Physicians

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).

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**Pharma Marketing News**


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