

NAPRX® adds several new compliance officers to aid clients/customers to comply with PhRMA Code.

By NAPRX®

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PhRMA revises its code of conduct to ensure their medicines are marketed in a manner that benefits patients and the enhances the practices of medicine. NAPRX® adds several new compliance officers to aid in the process to comply with the new code.

In a major revision to its code of conduct, the Pharmaceutical Research and Manufacturers of America has revised its PhRMA code, banning the distribution of non-educational branded leave behinds. "This updated code fortifies the our companies' commitment to ensure their medicines are marketed in a manner that benefits patients and enhances the practice of medicine," explained Billy Tazdine, president and CEO of PhRMA in a statement announcing the changes.

The new code promises to have immediate on pharmaceutical sales reps. One of the biggest changes is the prohibition of handing out non-educational items like pens, pads, and mugs with a company or drug logo. Although such items tend to have minimal value, PhRMA notes that gifts "may foster misperceptions that company interactions with healthcare professionals are not based on informing them about medical and scientific issues." The revised code also discourages pharmaceutical sales representatives from offering meals in restaurants to physicians and other healthcare professionals. Meals provided in the physician's office when combined with informational information are still permissible. The new guidelines strengthen earlier admonitions that pharmaceutical companies should not provide entertainment or recreational benefits.

Another new provision will directly impact pharmaceutical sales rep training. Representative should be sufficiently trained about laws, regulations and industry codes of practice that govern interactions with healthcare professionals, according to the revised code. PhRMA suggests that companies assess reps periodically about the new standards of conduct and take actions against reps who do not meet the guidelines.

Qualified or aspiring pharmaceutical sales applicants should be familiar with clinical pharmacology, medical terminology, plus rules and regulations for selling pharmaceuticals to effectively sell to healthcare professionals. Applicants who have no previous pharmaceutical sales experience but who have acquired industry sales training, pharmaceutical product knowledge, managed care guidelines plus selling regulations will always be more qualified versus others without it. No successful pharmaceutical sales professional will be successful unless they have to up-to-date pharmaceutical industry education and product knowledge. The NAPRX® provides vocational pharmaceutical sales education (CNPR® Training) that candidates add to their resume to attract pharmaceutical employers.

PhRMA is also asking pharmaceutical company CEO's and compliance officers to certify each year that they have processes in place to comply with the code of conduct. PhRMA even suggests that companies should look to hire outside firms to verify that they have processes in place.

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The largest association in the United States representing over 48,000 pharmaceutical sales representatives.

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