 <p>B.S. Aquino Drive, Bacolod City, Negros Occidental, 6100</p> <p>DR. PABLO O. TORRE MEMORIAL HOSPITAL</p>	Document Code:	DPOTMH-J-P16
	Effective Date:	12-31-2021
	Document Type:	Policy
	Page Number:	1 of 6
	Department/Section:	Pharmacy Division
	Document Title:	PHARMACEUTICAL SALES REPRESENTATIVE (PSR)

PURPOSE:

To establish a clear and consistent set of regulations governing a pharmaceutical sales representatives (PSR) activities and interactions with Riverside Medical Center, Inc. staff while conducting business.

LEVEL:


All Physicians, Nurse, Pharmacists and other Healthcare Professionals of Riverside Medical Center Incorporated.

DEFINITION OF TERMS:


Pharmaceutical Sales Representative (PSR) is defined as any representative, manager, medical/scientific liaison of a manufacturer or company who visits RMCI for the purpose of soliciting, marketing or distributing information regarding the use of pharmaceutical products or services.

POLICY:

1. It is the policy of Riverside Medical Center, Inc. (RMCI) that all staff follows established guidelines when dealing with Pharmaceutical Sales Representatives.
2. A PSR may contact only staff and departments for which authority has been granted. Drug reference materials may be distributed only in authorized areas if the Pharmacy and Therapeutics Committee (PTC) have approved them.
3. No PSR shall conduct business in the corridors, cafeteria, gift shop or other public areas.
4. A PSR shall interact in a manner that meets ethical standards, protects patient's confidentiality and does not interfere with the process of patient care.


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	Effective Date:	12-31-2021
	Document Type:	Policy
	Page Number:	2 of 6
	Department/Section:	Pharmacy Division
	Document Title:	PHARMACEUTICAL SALES REPRESENTATIVE (PSR)

5. A PSR shall attend programs in which specific patient's issues are discussed or when issues pertaining to any confidentiality policy are presented.
6. A PSR must not interrupt providers during the course of patient care.
7. The financial aspect of drug purchasing shall only be discussed with the Pharmacy Managers and Pharmacy Division Head. All drug purchase request must always be routed through the Pharmacy Inventory Section.
8. Staff shall not accept anything of value from a PSR that is any way tied to patient referrals, purchase, or lease, of any item or service.
9. A PSR is not permitted to use RMCI treatment guidelines for promotional purposes outside the hospital.
10. A PSR shall only be allowed to distribute samples (if allowed by the hospital) of medications in the hospital formulary.
11. A PSR is not permitted to receive information about usage of competitor's products. Any requests shall be made through application letter to the Pharmacy Manager and/or Division Head.
12. If a PSR provides staff education, pharmacist, nurses and/or physicians shall co-present information about the drug to ensure a balance perspective and inform staff about related policies, guidelines, protocols, procedures and hospital defines precautions to take when prescribing, dispensing or administering the drug.
13. All PSRs shall respect the confidentiality and privacy of all staff, patients and visitors as well as RMCI's official business matter. RMCI strictly prohibits the use


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	Effective Date:	12-31-2021
	Document Type:	Policy
	Page Number:	3 of 6
	Department/Section:	Pharmacy Division
	Document Title:	PHARMACEUTICAL SALES REPRESENTATIVE (PSR)

of the RMCI name, logo or likeness unless the vendor has been granted written permission by RMCI.

14. Promotion of non-formulary drugs are allowed, but not encouraged. If this occurs, the representative must identify their product as such.
15. PSRs are **not permitted** access to:
 - 15.1. Any physician's lounges
 - 15.2. Any inpatient care areas or direct patient care areas such as patient rooms, procedure rooms, (e.i. OR, Imaging, ICU, Dialysis area), patient observation rooms, nursing stations, emergency room among others.
 - 15.3. Inpatient dispensing areas of the pharmacy department.
 - 15.4. The only exception is the use of the auditorium or conference rooms for scheduled educational experiences.
16. PSRs are permitted **access to**:
 - 16.1. Outpatient nursing stations during non-patient care hours or by physician invitation at other times.
 - 16.2. Staff offices by appointment or invitation.
 - 16.3. Division Head, Pharmacy Manager and Purchasing Manager offices by appointment or invitation.
 - 16.4. Clinical pharmacist by appointment or invitation.
17. The following shall be **reason(s) to terminate the privileges** of a PSR:
 - 17.1. Failure to follow the established guidelines.
 - 17.2. Provision of factually incorrect or purposely misleading information.
 - 17.3. Unprofessional conduct including, but not limited to, disruption of patient care activities, or behaviors which cause conflict or disruption to staff.
18. All PSRs shall be informed about these guidelines upon their initial visit to RMCI.

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	Effective Date:	12-31-2021
	Document Type:	Policy
	Page Number:	4 of 6
	Department/Section:	Pharmacy Division
	Document Title:	PHARMACEUTICAL SALES REPRESENTATIVE (PSR)

19. This policy shall be strictly enforced. If this policy is not followed, no more than one written warning will be issued, followed by the vender being subject to exclusion from visiting the RMCI for business purposes in the future.

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	Effective Date:	12-31-2021
	Document Type:	Policy
	Page Number:	5 of 6
	Department/Section:	Pharmacy Division
	Document Title:	PHARMACEUTICAL SALES REPRESENTATIVE (PSR)

DOCUMENTATION:


New Policy

DISSEMINATION:








1. RMCi Hospital Communicator
2. Conducting hospital wide continuing education to all healthcare professionals.

REFERENCES:

1. CBAHI standards
2. Sanad Hospital, Pharmaceutical Sales Representative (PSR) Policy and Procedure.

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	Effective Date:	12-31-2021
	Document Type:	Policy
	Page Number:	6 of 6
	Department/Section:	Pharmacy Division
	Document Title:	PHARMACEUTICAL SALES REPRESENTATIVE (PSR)

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