

PETERBOROUGH PUBLIC HEALTH

Organizational POLICY

Section: Philosophy and Overview	Number: 3-700	Title: Pharmaceutical Industry Relations
Approved by: Medical Officer of Health		Original Approved by Executive Committee On (YYYY-MM-DD): 2010-07-16
Signature: Original signed by MOH		Author:
Date (YYYY-MM-DD): 2010-07-16		
<u>References:</u> CMA Policy: Guidelines for Physicians in Interactions with Industry, Canadian Medical Association, May 2007 Code of Ethical Practices, Innovative Medicines Canada, 2016		

NOTE: This is a **CONTROLLED** document for internal use only, any document appearing in a paper form should **ALWAYS** be checked against the online version prior to use.

POLICY

This policy augments and complements existing policies on:

- Breastfeeding (Baby-Formula) 3-100
- Gifts 5-380
- Sponsorship 2-190
- Soliciting 9-120

The purpose of this policy is to:

- ensure that Peterborough Public Health (PPH) Board members and staff practice consistently when interacting with members or representatives of the pharmaceutical industry (including vaccine manufacturers);
- avoid any real or perceived influence on staff policy, practice or behaviour or recommendations;
- ensure that information/materials used in health education or counseling are free from bias and brand name promotion;
- ensure that professional development events are based on pre-identified staff needs and priorities rather than according to requests from industry to assist in the marketing and promotion of pharmaceuticals, including vaccines

Scope:

The pharmaceutical and vaccine industries give gifts to medical professionals to cultivate goodwill and influence prescribing and use. Gifts may include items such as pens and notepads, textbooks, travel support, meals and snacks, entertainment, and other items of value.

This policy applies to all staff, volunteers, students and Board members associated with PPH. It does

not apply to the purchasing of program supplies (discounts, promotions), clinical evaluation samples, or drugs obtained through the Compassionate Drug Program.

This policy does not include brand name-specific patient information materials that accompany products being administered by PPH staff that have been vetted and deemed appropriate by the program's manager.

General Principles:

1. Gifts from the pharmaceutical industry are banned in their entirety, regardless of nature or value. (Please refer to Gifts policy)
2. Industry sponsored meals and snacks are banned in their entirety within PPH. Staff are discouraged from attending meals provided by pharmaceutical vendors off site.
3. Where-ever possible, "free" samples of drugs are not to be used, except for the clinical evaluation of a new treatment or therapy. Instead, management should pursue cost-efficient strategies or donations of purchased product to provide staff with the supplies required for client-based interventions.
4. Staff attending conferences where meals are sponsored by pharmaceutical companies can purchase replacement meals and submit a claim for reimbursement.
5. Staff wishing to attend an educational event sponsored by a pharmaceutical company may discuss the pros and cons of attending with their supervisor. If the supervisor supports attendance, PPH will cover travel and meal costs, if applicable.
6. For the purposes of research, or pilots and demonstration projects, it may be acceptable to use products, including pharmaceuticals, that have been provided free of charge by the industry.

Review/Revisions

On (YYYY-MM-DD): 2010-07-16

On (YYYY-MM-DD): 2018-04-11 (housekeeping)

On (YYYY-MM-DD): 2018-08-15 (housekeeping)

On (YYYY-MM-DD):