



**HEALTH**  
**UNIVERSITY OF UTAH**

**Medical Service Representatives  
(Pharmaceutical Company Representatives)  
Guidelines**

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Published by the Department of Pharmacy Services  
under the auspices of the  
Pharmacy and Therapeutics Committee,  
Purchasing Department, and Supply Chain Management

Contact the Drug Information Service,  
Department of Pharmacy Services for any questions.

(801) 581-2037

<http://pharmacyservices.utah.edu/medical-service-reps/>

## Welcome to University of Utah Health

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University of Utah Health (UUH) is a premier academic health sciences center comprised of hospitals, specialty centers, retail pharmacies and community clinics. UUH is affiliated with the Colleges of Health, Nursing, Pharmacy, School of Dentistry, and School of Medicine. For additional information about UUH, visit the institution online at <http://healthcare.utah.edu>.

Medical service representatives (MSRs), also called pharmaceutical company representatives or drug reps, are considered vendors at UUH. MSRs are required to comply with organization-wide vendor policies as well as the guidelines and policies specifically related to MSRs, including School of Medicine vendor policies.

The MSRs provide valuable services to UUH. MSRs and the companies they represent actively support UUH in the following:

- Provide pertinent drug information
- Provide pertinent patient assistance information
- Provide information on new products
- Assist in the acquisition of drug products
- Facilitate and/or arrange meetings with appropriate personnel from their organization, including but not limited to: medical science liaisons, contracting, and compliance
- Support research
- Support educational activities

The goal at UUH is to develop and foster a collaborative relationship with MSRs and the companies they represent without inhibiting the ability of UUH providers and staff to serve and care for patients. This information is intended to set the expectations for MSRs at UUH, with the intent of creating a mutually beneficial experience. MSRs may find additional information regarding appointments, department contacts, building locations, and recent UUH communication at <http://pharmacyservices.utah.edu/medical-service-reps/>. Expectations for MSRs at the School of Medicine are addressed in a separate policy (<http://medicine.utah.edu/gme/policies-docs/14.7.pdf>).

## UUH Vendor Policies

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A vendor is any representative or agent who promotes products, services or provides information to UUH employees on behalf of manufacturers, supply distributors, or service organizations. The following applies to all vendors at UUH; failure to comply with any vendor policy may result in discipline and impact UUH's ability to conduct business with the violating vendor. The complete vendor policies can be found through the following link: [http://pharmacyservices.utah.edu/medical-service-reps/pdf/vendor\\_policies.pdf](http://pharmacyservices.utah.edu/medical-service-reps/pdf/vendor_policies.pdf).

### *Registration:*

- UUH requires that all vendors and MSRs are registered with the institution prior to visiting UUH to comply with evolving DNV and ISO 9001 standards.
- UUH utilizes RepTrax ([www.reptrax.com](http://www.reptrax.com)) to assist with the credentialing of MSRs.
  - RepTrax issues credentials to compliant MSRs who provide the required documentation (HIPPA, etc)
  - MSRs not registered with RepTrax will only be permitted to meet with the Department of Pharmacy Services; non-compliant MSRs will not be permitted access to UUH facilities and staff until credentialing is completed.
- All MSRs new to UUH should schedule an appointment with the Department of Pharmacy Services for orientation (<http://pharmacyservices.utah.edu/medical-service-reps/>).
- Comprehensive information regarding UUH and RepTrax can be found under the vendor credentialing link at <http://pharmacyservices.utah.edu/medical-service-reps/>.

*Identification and Checking In:*

- MSRs visiting UUH facilities are required to wear appropriate company-issued identification when visiting any UUH location, including all hospital, all clinics, all physician and staff offices, School of Medicine, College of Pharmacy, College of Nursing, and any other area where patient related data may be located.
- MSRs visiting specific UUH facilities are required to check in at those specific facilities and obtain a temporary identification badge. Specific locations are listed at <http://pharmacyservices.utah.edu/medical-service-reps/vendor-credentialing.php>.

*Appointments:*

- MSRs and vendors are required to have scheduled appointments with a UUH contact prior to visiting any UUH facility.
- Solicitation of any kind by MSRs and vendors is not permitted and may result in disciplinary action.

*Access to Patient Care Areas:*

- MSRs are not allowed on any patient care unit of UUH due to patient confidentiality and privacy laws.
- Patient care areas include nursing units, the emergency department, clinic areas, pharmacy satellites, and any ambulatory care or retail pharmacy.
- If it is necessary for an MSR to be in a patient care area, they must have an appointment and be accompanied by that individual or their designee.

*Vendor Parking:*

- Vendors who visit UUH or any other area of the Health Sciences facility on campus frequently are required to purchase a parking permit and are allowed to park only in designated areas for that permit.
  - Vendor "V" permits are allowed to park in any "A", "U" or "E" locations and in the Patient/Visitor Terrace, Level 1 only, excluding valet stalls.
  - Vendors who choose not to purchase a "V" permit may park in the South and ICI Terrace Pay Lots or any parking meters with the exception of the Red Loading Meters.
  - "V" permits may be purchased at Commuter Services, located at 1901 E. South Campus Drive, Room 101. Vendors are expected to follow all parking regulations and pay for all parking violations.
- Parking infractions may jeopardize a vendor's opportunity to do business at UUH.

*Purchasing Authority:*

- MSRs may only accept official Purchase Orders from authorized personnel in the Department of Pharmacy Services.
- All other forms of requests (verbal, electronic, facsimile, etc) for medications or supplies from non-pharmacy personnel are considered to be invalid.

*Distribution of Promotional Materials, Journal Articles, Product Information and Educational Materials:*

- Vendors are not permitted to distribute, post, or leave any type of printed or handwritten material, advertisements, signs, or other promotional materials anywhere on UUH premises.
- Unsolicited educational, promotional, or information materials may not be given to physicians and staff unless explicitly requested. Communication (i.e. mass mailings) to multiple practitioners via mail, e-mail or fax is also inappropriate.
- Journal articles are permissible materials that may be provided to staff by MSRs.
- Patient Education Materials are permitted, but may only be distributed to the appropriate department manager or supervisor. Leaving materials in patient care areas or distributing materials directly to patients is prohibited.
- All promotional materials, journal articles and patient education materials will be given to the Manager, Director, or their designee for dissemination to their staff.

*Product Contract Pricing, Cost Savings, Value Analysis and Financial Information:*

- MSRs are not permitted to discuss verbally or provide any written communication to UUH customers outside of Pharmacy Support Services and Buying, Drug Information Services and Pharmacy Management regarding contract pricing, cost savings, value analysis and financial information.
- All inquiries from UUH staff regarding this information shall be referred to the Drug Information Service.

*Samples:*

- UUH does not allow drug samples within the organization and maintains a “NO SAMPLE” policy. Under no circumstances can prescription or OTC drug samples be left on any inpatient area or in any clinic of UUH.
- Specific locations have exceptions to the “NO SAMPLE” policy. Please check with Drug Information Services for more information regarding these locations.

*Gratuities and Gift Restrictions:*

- The MSR will comply with the policy titled "Vendor Gift Policy and Other Vendor Policies."  
[http://pharmacyservices.utah.edu/medical-service-reps/pdf/vendor\\_policies.pdf](http://pharmacyservices.utah.edu/medical-service-reps/pdf/vendor_policies.pdf)
- MSRs are prohibited from providing UUH employees with compensation such as cash, meals or gifts of any kind.

**Department of Pharmacy Services Specific Guidelines**

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UUH and the Department of Pharmacy Services are interested in forging partnerships that are mutually beneficial with vendors. Understanding UUH's pharmacy purchasing and pharmacies will facilitate the MSRs ability to navigate the institution more effectively and appropriately.

*Group Purchasing Organization and Wholesaler:*

- Group Purchasing Organization (GPO): Vizient. We use Vizient pricing for our acute care facilities and alternative site pricing.
- Wholesaler: AmerisourceBergen Corporation; specialty products are generally purchased through Amerisource Specialty Division
- UUH does not purchase medications from unauthorized distributors or specialty pharmacies.

*PHS 340b Eligibility and Pricing:*

- UUH is designated as a Disproportionate Share (DSH) or Safety Net facility, enabling the institution to receive Public Health Service (PHS or 340B) pricing on medications for specific areas.
- PHS pricing applies to all UUH ambulatory care operations that care for UUH registered patients. Medicare passed legislation in 2003 permitting manufacturers to extend PHS pricing to non-PHS accounts. UUH prefers to work with vendors who are willing to extend PHS pricing in this manner.

*Contracting:*

- MSRs are only permitted to discuss and share contract terms with Drug Information Staff or the Manager of Pharmacy Support Services.
- The Administrative Director of Pharmacy is the only individual who has the authority to sign contracts in the Department of Pharmacy Services.
- All contracts are reviewed by UUH Hospital Administration and Legal Counsel.
- All contracts offered to UUH are assumed to be offered to all Vizient facilities.

*Pharmacy Contacts:*

The Department of Pharmacy Services Leadership in conjunction with the Drug Information Services are the primary contacts for MSRs. The following individuals are the primary contacts for MSRs.

- Erin Fox, PharmD, Director, Drug Information Services: Coordinates and serves as Secretary of UUH Pharmacy and Therapeutics Committee; serves as a member of the UUH Health Plan P&T Committee, responsible for addressing clinical needs of UUH.
- Sara Bamford, PharmD, Manager, Pharmacy Support Services. Responsible for pharmacy supply chain, purchasing and contracting.
- Donald Alexander, PharmD, Clinical Coordinator: Coordinates UUH's anti-infective stewardship program and only meets with MSRs regarding infectious diseases and anti-infective therapies.

**Drs. Alexander, Bamford and Fox meet with representatives at designated times via the MSR website:**

<http://pharmacyservices.utah.edu/medical-service-reps/>.

In general, Department of Pharmacy Leadership does not meet with MSRs. If you find it necessary to contact them, please call the administrative staff at 801-581-2147 to be directed to the appropriate person. Below is a list of department directors and managers:

- Linda Tyler, PharmD, Chief Pharmacy Officer
- Michael Kelly, RPh, MBA, Senior Director of Pharmacy, Retail and Ambulatory Care Services

- Kavish Choudhary, PharmD, MS, Senior Director of Pharmacy, Inpatient and Infusion Services
- Scott Silverstein, RPh, MS, Director of Pharmacy, Huntsman Cancer, Transitions of Care, Infusion
- Lou Hamill, PharmD, Director of Pharmacy, University Neuropsychiatric Institute
- Jamie Doi Slade, PharmD, Manager, University Home Infusion Services

Other pharmacy staff meet MSRs on an appointment only basis. Pharmacy staff may not be paged unless the staff member has left instructions with the Department of Pharmacy Services administrative staff to be paged. MSRs should work with the administrative staff to contact pharmacy staff and to arrange appointments.

*UUH Pharmacies:*

Below is a listing with the description of the primary UUH facilities and pharmacies. Additional information regarding UUH pharmacies is available at <http://pharmacyservices.utah.edu/medical-service-reps/>.

Facility	Pharmacy Services	Description	Contract Eligibility
University Hospital	<ul style="list-style-type: none"> <li>▪ Inpatient Pharmacy: serves inpatient beds, operating rooms and specialty clinics including University Infusion Clinic</li> <li>▪ Outpatient Pharmacy: primarily serves patients and staff</li> </ul>	UH is a 520+ bed, level-one trauma center and regional burn center that houses numerous ambulatory and specialty clinics	<ul style="list-style-type: none"> <li>▪ Inpatient: Vizient</li> <li>▪ Ambulatory and Specialty Clinics: PHS</li> <li>▪ Outpatient: PHS</li> </ul>
Huntsman Cancer Hospital	<ul style="list-style-type: none"> <li>▪ Inpatient Pharmacy: serves inpatient beds and operating rooms</li> <li>▪ Institute Pharmacy: serves all ambulatory settings including infusion center</li> <li>▪ Outpatient Pharmacy: primarily serves patients and staff</li> </ul>	HCI is an oncology research and patient care center that is part of the National Cancer Comprehensive Network.	<ul style="list-style-type: none"> <li>▪ Inpatient: Vizient</li> <li>▪ Institute and Clinics: PHS</li> <li>▪ Outpatient: PHS</li> </ul>
University of Utah Neuropsychiatric Institute (UNI)	<ul style="list-style-type: none"> <li>▪ Inpatient Pharmacy: serves inpatient beds and clinics</li> <li>▪ Outpatient Pharmacy: primarily serves patients and staff</li> </ul>	UUNI is a 100 bed facility dedicated to providing inpatient and outpatient psychiatric care for adult and pediatric patients.	<ul style="list-style-type: none"> <li>▪ Inpatient: Vizient (acute)</li> <li>▪ Outpatient: Vizient (retail)</li> </ul>
University Orthopaedic Center (UOC)	<ul style="list-style-type: none"> <li>▪ Inpatient Pharmacy: serves inpatient beds, operating rooms, and clinics</li> <li>▪ Outpatient Pharmacy: primarily serves patients and staff</li> </ul>	UOC is a full-service specialty center that includes same day surgery, orthopedic, sports medicine and specialty clinics. UOC is capable of handling overnight patients.	<ul style="list-style-type: none"> <li>▪ Inpatient: Vizient</li> <li>▪ Operating Rooms and Clinics: PHS</li> <li>▪ Outpatient: PHS</li> </ul>
Moran Eye Center	<ul style="list-style-type: none"> <li>▪ Clinic (Institutional) Pharmacy: serves patients in operating rooms and clinics</li> <li>▪ Outpatient Pharmacy: primarily serves patients and staff</li> </ul>	Moran is a leading ophthalmic patient care and research center.	<ul style="list-style-type: none"> <li>▪ Clinic and Surgery: PHS</li> <li>▪ Outpatient: PHS</li> </ul>
<ul style="list-style-type: none"> <li>▪ Centerville</li> <li>▪ Farmington</li> <li>▪ Greenwood</li> <li>▪ Madsen</li> <li>▪ Midvalley</li> <li>▪ Parkway</li> <li>▪ Redstone</li> <li>▪ Redwood</li> <li>▪ South Jordan</li> <li>▪ Stansbury</li> <li>▪ Westridge</li> </ul>	All facilities have Outpatient Pharmacies that service the respective clinics.	UUH has a network of community clinics that provide primary and specialty care at various locations in the region. All the clinics listed have pharmacies in the facilities.	<ul style="list-style-type: none"> <li>▪ Clinics: PHS</li> <li>▪ Outpatient: PHS</li> </ul>
<ul style="list-style-type: none"> <li>▪ Sugar House</li> <li>▪ Rocky Mountain Eye Center</li> <li>▪ Utah Diabetes Center</li> </ul>	No on-site pharmacy or pharmacy services	UUH has a small number of ambulatory care facilities that do not have an on-site pharmacy.	All sites eligible for PHS
University Infusion Services (Home Infusion)	Home Infusion	University Infusion Services provides comprehensive care for patients needing this highly specialized care	PHS

## The Pharmacy and Therapeutics Committee and the Formulary

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The Pharmacy and Therapeutics Committee (P&T) is a committee established by the Medical Board. Members include physicians from various disciplines, with additional representatives from Pharmacy, Nursing, and Hospital Administration. The main responsibility of P&T is to review the use of all medications at UUH. P&T determines which agents will be admitted to formulary, which is the list of medications available for use at UUH. In addition, P&T maintains an Outpatient Drug List designed to meet the needs of our ambulatory patients and staff which are reviewed in the same manner as formulary requests. Questions regarding P&T and the UUH formulary should be directed to the Drug Information Service.

### *Requesting medication for addition to UUH Formulary:*

- Only staff physicians can request drugs to be admitted to the formulary. The request needs to be submitted through the Drug Information Service (DIS).
- DIS is responsible for completing a comprehensive literature review of the medication, contact the manufacturer and request the American Managed Care Pharmacy (AMCP) dossier.
- Upon completion of the review, consideration of the formulary request is placed on the agenda at a future P&T meeting.
- All physicians requesting formulary additions are invited to attend the P&T meeting when the formulary request is discussed; if the requesting physician is unable to attend the meeting, P&T will defer action until the physician or his/her designee can attend.

### *P&T's Formulary Management Techniques:*

- Closed Formulary: All drugs used at UUH are reviewed prior to being admitted to the formulary. Only those agents proven safe and efficacious, and that offer advantages over other available agents are admitted to the formulary.
- Class reviews: When a request is made for a drug, all other drugs in that category are also reviewed to minimize therapeutic duplication.
- Restrictions: If an agent has limited uses or potential for inappropriate use, P&T may restrict the use of the agent via the approval of a specific service, or restrict the agent to a particular setting.
- Therapeutic Interchange: A group of drugs may be identified for therapeutic interchange if they have a similar safety profile, therapeutic use, and pharmacologic activity. The Pharmacy would then select the drug from the group that represented the most cost-effective choice. The selected drug would be the formulary agent. The others would be non-formulary. If a physician ordered the non-formulary agent from the group, the pharmacist would automatically interchange the selected agent.
- P&T uses restrictions or use guidelines to manage the use of some formulary agents.
  - MSRs are expected to only promote medications for approved criteria when criteria are established.
- The formulary is reviewed annually for additions and deletions. Products with low use or that no longer offer benefits to our patients are deleted.

### *Drug Shortages:*

The UUH Drug Information Service provides information on a nationwide basis about drug shortages. The information is posted at <http://www.ashp.org/shortages>.

- It is expected that MSRs and vendors share information regarding shortages, recalls and other issues with supply with the UUH Drug Information Service and Department of Pharmacy Services.
- Please note that information regarding shortages will be shared at a national level.

### *UUH Conferences:*

MSRs may attend most posted conferences with the exception of Surgery Grand Rounds or Tumor Board. Please be considerate of the following issues.

- MSRs are expected to give priority to staff for attendance to the conference if space is limited.
- Conferences are not the appropriate venue to discuss individual issues with staff.

- Do not delay staff from leaving conferences.
- The conferences are teaching forums for various programs at UUH; MSRs are not to be disruptive during the conference, saving questions for afterwards.
- MSRs are required to wear identification.

*Educational Sessions:*

Please note that educational sessions are to be free of promotional and branded materials.

- MSRs may contact the respective departments directly to set up inservices or educational sessions.
- To set up a session with the Department of Pharmacy Services, please contact DIS.
- UUNI: Only CME presentations are permitted; MSRs are not permitted to present inservices.

### **Disciplinary Action Against Medical Service Representatives**

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The UUH Department of Pharmacy Services and MSR Committee are committed to developing a mutually beneficial and collaborative relationship with MSRs and their respective companies. However, as problems arise, specifically with MSRs, the UUH Department of Pharmacy Services is committed to addressing them in a constructive, fair, and timely manner.

Infractions of these guidelines or instances of interfering with patient care on the part of an MSR should be reported to the Drug Information Service. Reports of infractions may be made by calling the Drug Information Service at 801-587-9842.

Department of Pharmacy Leadership and Drug Information Services coordinates MSR disciplinary action. Disciplinary action is indicated when an MSR acts in disregard to the guidelines presented in this booklet, interferes with the ability of hospital personnel to care for patients or perform their job responsibilities, or violates state or Federal laws and regulations. Actions that are not in accordance with PhRMA Guidelines would also be cause for disciplinary action. Types of action that could be taken can include (but are not limited to) any of the following:

- Discuss issue with representative and outline strategies to prevent problems.
- Discuss issue with district manager.
- A letter to the MSR.
- A letter to the MSR and their district manager.
- A letter to the MSR, district manager, and company sales manager.
- Ban the MSR from the HSC for a period of 3 to 12 months.
- Termination of future business.

Vizient is also notified of any disciplinary actions. Vizient analyzes the data it receives from its members for widespread non-compliance within the industry.

### **Summary**

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UUH is committed to fulfilling its mission in caring for patients. In addition, UUH is committed to active research and teaching programs. The Department of Pharmacy Services values the association it has with vendors and MSRs and look forward to collaborative and mutually beneficial relationships with them.

**Contact Information**

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(801) 581-2147

Drug Information Services (Administrative Offices)  
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