



Medical Service Representatives (Pharmaceutical Company Representatives) Guidelines

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

(801) 581-2073

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

Welcome to University of Utah Health

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 (<https://medicine.utah.edu/gme/files/policies-docs/14.7.pdf>).

UUH Vendor Policies

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. Vendors must comply with all infection, prevention, and control measures including UUH masking and physical distancing requirements.

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 IntelliCentrics (formerly Reptrax) to assist with the credentialing of MSRs.
 - MSRs not registered with IntelliCentrics 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/>).

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
- MSRs are prohibited from providing UUH employees with compensation such as cash, meals or gifts of any kind. UUH employees cannot attend “dinner” events.

Department of Pharmacy Services Specific Guidelines

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.
- 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, Senior Director, Drug Information and Support Services: Coordinates and serves as Secretary of UUH Pharmacy and Therapeutics Committee; responsible for addressing clinical needs of UUH.
- Russell Findlay, PharmD, Manager, Pharmacy Support Services. Responsible for pharmacy supply chain, purchasing and contracting.

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
- Russell Ragsdale, 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 may meet MSRs on an appointment only basis.

Information about UUH Pharmacies is found at <https://healthcare.utah.edu/locations/?filters=pharmacy>

The Pharmacy and Therapeutics Committee and the Formulary

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 Only 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.

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

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

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.