

The Newcastle Upon Tyne Hospitals NHS Foundation Trust

Code of Practice for Pharmaceutical Company Representatives and Staff with whom they Interact

Effective: January 2010

Review: January 2012

1 Objective

- 1.1 To establish the activities of pharmaceutical company representatives within the operational and managerial framework of the Newcastle upon Tyne Hospitals NHS Foundation Trust.

2 The Code

- 2.1 Promotional activities for products must be consistent with policies agreed by the Trust Drug and Therapeutic Panel as set out in the North of Tyne Formulary.
- 2.2 All representatives visiting the Trust for the first time must report to a senior member of the pharmacy department to discuss any information they wish to provide to Trust staff. They will be given a copy of the 'Code of Practice' and information about relevant Trust policies and procedures. The following Pharmacy staff wish to see representatives generally for information on new products, new indications for existing products or for discussion of major commercial consideration – Head of Department, Procurement Pharmacist, Medicine Management Unit Pharmacists, Directorate Pharmacist and Medicines Information Pharmacist.
- 2.3 Company representatives should wear an identification badge – this should include the individual's name and the company name and/or logo (photographic identity badges are preferred).
- 2.4 Visits to members of hospital staff should be by prior appointment whenever possible.
- 2.5 Company representatives must not enter wards or the clinical areas of the hospital without the express prior invitation of a senior member of medical/ nursing staff or other healthcare professionals.

Representatives invited into wards or clinical areas must comply with Trust policies and procedures, particularly those relating to infection control and patient confidentiality, where these are appropriate. This may involve microbiological screening and signing of confidentiality/indemnity agreements where considered necessary.

- 2.6 The Trust policy is not to accept samples unless their use has been specifically approved as outlined in paragraph 7 below. They must not be left with medical, nursing or other non- pharmacy staff as **all** supplies of medicines (including trials) must be accepted and dispensed through the Department of Pharmacy.
- 2.7 The Trust Drug and Therapeutics Panel may permit the use of a product by a Consultant to enable him/her to evaluate its efficacy and/or safety, with a view to

submitting a request to the North of Tyne Area Prescribing Committee for its inclusion in the North of Tyne Formulary.

For this evaluation, objective measures should be used which will form part of the written evidence required on the Request Form. Product for the evaluation must be:

- a) Provided free of charge by the manufacturer *or*
- b) Purchased using Directorate finances. This purchase would require the prior approval of the Clinical Director.

To proceed with this evaluation the Consultant must submit a request in writing to Chairperson of the Newcastle upon Tyne Hospitals NHS Trust Drug and Therapeutics Panel. If stock is obtained via b) above, written approval of the Clinical Director should be enclosed with the request.

The Trust also allows samples of approved pharmaceutical products to be provided by manufacturers/suppliers:

- a) For demonstration purposes e.g. placebo inhaler devices.
- b) For evaluation of acceptability in individual patients where their use for this purpose has been specifically approved by the Trust (through the Trust's Drug and Therapeutics Panel).

Any samples of consumable products provided for evaluation purposes to wards and other clinical areas or departments must meet all appropriate international, national or NHS standards (e.g. CE marking) and be provided free of charge, with full user-instructions and training as necessary. Suppliers should be included in the indemnity agreement list, managed and published by the NHS Purchasing and Supply Agency (see www.pasa.nhs.uk/purchasing/mia) and appropriate indemnity forms (i.e. A or B) and delivery note should be provided to a senior member of staff at the point of delivery.

2.8 Investigational Medicinal Products used in Clinical trials – A pharmacy procedure for the supply, receipt and control of clinical trial drugs is operated through the Pharmacy Clinical Trials Units on RVI, NCCC, Freeman Hospital and NGH sites. Medication for use in clinical trials must have ethics committee approval and must be supplied to the pharmacy for dispensing in the appropriate manner.

Unlicensed medicines – Representatives are not permitted to promote or discuss unlicensed medicines unless specifically requested to do so by consultants or senior pharmacy staff. Requests for the use of a non-formulary unlicensed medicine should normally go through the Chairperson of the Drug and Therapeutics Panel for clinical approval, usually after liaison with the clinical pharmacist for the clinical specialty. If the specialty does not have a clinical pharmacist the doctor should contact Medicines Information for the Trust which is based at the RVI (ext. 25398 or 24793).

Formulary and Non-Formulary Products - Medicines and other products included in the North of Tyne Formulary may be promoted for use in accordance with the recommendations in the Formulary. The promotion of non-formulary

medicines (and other pharmaceutical products) is not allowed other than for the purpose of informing consultants and other senior professional staff that may wish to consider submitting a request for the product(s) to be included in the Formulary.

- 2.9 All activities including the provision of hospitality and gifts must conform to the professional code of conduct of the Department of Health for pharmaceutical company representatives.
- 2.10 Pharmaceutical company representatives should conduct themselves in a professional manner, appropriate to the provision of information on and selling of medicines.
- 2.11 Representatives not complying with this policy may be removed or barred from Trust sites and/or reported to the company and commercial/professional organisations if the ABPI or ABHI codes of conduct are breached.

3 Role of the Drug and Therapeutics Panel

The Newcastle Upon Tyne Hospitals NHS Foundation Trust Drug and Therapeutics Panel exists to promote the safe and cost effective use of medicines within the Trust including the Royal Victoria Infirmary, Newcastle General Hospital, the Dental Hospital and Freeman Hospital.

The Panel has endorsed the principal that prescribing within the Trust should be limited to those preparations approved by the North of Tyne Area Prescribing Committee and included in the North of Tyne Formulary. Requests for new medicines to be entered into the Formulary can only be made by consultant, other senior clinical staff and general practitioners. They require completion of a written submission to the Committee via the Formulary Pharmacist. Successful applications will have demonstrated to the Committee sound evidence of increased efficacy, improved safety, lower cost or new clinical indication when compared to current standard treatments.

Prescribed medicines and related products for patients are available only from the hospital pharmacy, in keeping with recognised professional practice as detailed in the policy document for the [Procedures for the Prescribing, Recording and Administration of Medicine](#).

4 Role and Responsibilities of Pharmacists

- 4.1 Pharmacists who deal with representatives must ensure that they **NEVER** divulge information of a commercial nature; examples would be costs of another company's product, usage figures (except in certain circumstances), or allow representatives to see such data on pharmacy computer screens.
- 4.2 Pharmacists should not provide usage figures to the representative of his/her products (pharmacist are not there to do the representative's job for him), although it is permissible to make general statements as to usage and as to which speciality uses it.

- 4.3 Pharmacists should not disclose the names of members of the Trust Drug and Therapeutics Panel other than the name of the Chairperson.
- 4.4 Copies of the North of Tyne Formulary or medical staff lists are not provided from the pharmacy (although representatives may be directed to information which is in the public domain via the Trust's or Area prescribing Committee's websites).
- 4.5 Pharmacists should remind representatives that common courtesy is required in all their dealings with hospital staff.
- 4.6 Representatives will normally only be seen by advance appointment.
- 4.7 The following Pharmacy staff wish to see representatives generally for information on new products, new indications for existing product or for discussion of major commercial consideration – Head of Department, Directorate Pharmacist, Medicines Information Pharmacist, Procurement Pharmacist, Medicines Management unit Pharmacists.

5 Monitoring and Review

- 5.1 The policy will be monitored by the Trust's Procurement Pharmacist¹, to whom serious and persistent breaches of the policy should be reported.
- 5.2 Areas of non-compliance with the policy will be dealt with by the Procurement Pharmacist, the director of Pharmacy or officers of the Trust's Drug and Therapeutics Panel.
- 5.3 The Professional Secretary of the Trust's Drug and Therapeutics Panel is responsible for ensuring that the policy is reviewed when the next review is scheduled or beforehand should the need arise.

¹ Based in the pharmacy department at the Royal Victoria Infirmary

THE NEWCASTLE UPON TYNE HOSPITALS NHS FOUNDATION TRUST
IMPACT ASSESSMENT – SCREENING FORM A

This form must be completed and attached to any procedural document when submitted to the appropriate committee for consideration and approval.

Policy Title:	CODE OF PRACTICE FOR PHARMACEUTICAL COMPANY REPRESENTATIVES AND STAFF WITH WHOM THEY INTERACT	Policy Author:	Glyn Trueman
		Yes/No?	You must provide evidence to support your response:
1.	Does the policy/guidance affect one group less or more favourably than another on the basis of:		
	• Race	No	
	• Ethnic origins (including gypsies and travellers)	No	
	• Nationality	No	
	• Gender	No	
	• Culture	No	
	• Religion or belief	No	
	• Sexual orientation including lesbian, gay and bisexual people	No	
	• Age	No	
	• Disability – learning difficulties, physical disability, sensory impairment and mental health problems.	No	
2.	Is there any evidence that some groups are affected differently?	No	
3.	If you have identified potential discrimination, are any exceptions valid, legal and/or justifiable?	N/A	
4(a).	Is the impact of the policy/guidance likely to be negative? (If "yes", please answer sections 4(b) to 4(d)).	No	
4(b).	If so can the impact be avoided?		
4(c).	What alternatives are there to achieving the policy/guidance without the impact?		
4(d)	Can we reduce the impact by taking different action?		

Comments: This policy establish the activities of pharmaceutical company representatives within the operational and managerial framework of the hospital	Action Plan due (or Not Applicable): N/A
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Name and Designation of Person responsible for completion of this form: Glyn Trueman Trust Formulary Pharmacist Date: 19/02/2010

Names & Designations of those involved in the impact assessment screening process: Ian Campbell Assistant Director Pharmacy, Glyn Trueman Formulary Pharmacist

(If any reader of this procedural document identifies a potential discriminatory impact that has not been identified on this form, please refer to the Policy Author identified above, together with any suggestions for the actions required to avoid/reduce this impact.)

For advice on answering the above questions please contact Helen Lamont, Director of Nursing, or, Christine Holland, Senior HR Manager. On completion this form must be forwarded electronically to Steven Stoker, Clinical Effectiveness Manager, (Ext. 24963) steven.stoker@nuth.nhs.uk together with the procedural document. If you have identified a potential discriminatory impact of this procedural document, please ensure that you arrange for a full consultation, with relevant stakeholders, to complete a Full Impact Assessment (Form B) and to develop an Action Plan to avoid/reduce this impact; both Form B and the Action Plan should also be sent electronically to Steven Stoker within six weeks of the completion of this form.