

The Newcastle Upon Tyne Hospitals NHS Foundation Trust

Code of Practice for Wound Care* Company Representatives and Staff with whom they interact

**Wound care is defined in this policy as Tissue Viability Products (e.g. Wound care products and diagnostics, Pressure redistributing products)*

Effective: July 2011

Review: July 2014

1 Objective

- 1.1 To establish the activities of company representatives within the operational and managerial framework of the Newcastle upon Tyne Hospitals NHS Foundation Trust (Acute and Community setting).
- 1.2 This Code of Practice is based on the [Pharmaceutical Code of Practice](#), however wound care products are not subjected to such rigorous checks prior to introduction to the market, therefore a simplified Code applies.

2 The Code

- 2.1 Company representatives should conduct themselves in a professional manner, appropriate to the provision of information on and selling of wound care products in accordance to their own code of industry (<http://www.sdma.org.uk>)
- 2.2 All representatives visiting the Trust for the first time must report to either Tissue Viability or Supplies (pre-booked appointment – no cold calls) 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.
- 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):
 - a) In hospital, company representatives need to pick up a "Visitor" badge from the main receptions prior to visiting wards.
 - b) In the community, the company badge will suffice.
- 2.4 Company representatives must not enter wards or other clinical areas of the Trust without the express prior invitation of a senior member of medical/ nursing staff. Please ensure that you have discussed your proposed activities with Tissue Viability first.
- 2.5 Company representatives must not offer refreshments as an incentive to get time with district nurses, practice nurses and/or hospital nursing staff, therefore training sessions must be booked outside staff breaks.
- 2.6 Company representatives must send regular updates of activities by e-mail to Tissue viability so that a record of activities is kept in the organisation.
- 2.7 Representatives invited into all clinical areas must comply with Trust policies and procedures, particularly those relating to infection control and patient confidentiality, where these are appropriate.

2.8 Samples must not be left with medical, nursing or any other member of the multidisciplinary team unless their use has been specifically approved by Tissue Viability and/or the Wound Formulary Review Group.

2.9 The Wound Formulary Review Group may request for an evaluation of a new product to monitor cost-effectiveness in this organisation. Products for the evaluation must be:

- a) Provided free of charge by the manufacturer *or*
- b) Purchased using Directorate finances (with prior approval of the Clinical Director)

This will be negotiated at each evaluation.

2.10 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 as agreed (see point 2.9), with full user-instructions and training as necessary.

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.

3 Non-Formulary Products

The promotion of non-formulary wound care products is not allowed other than for the purpose of informing relevant Medical and Nursing staff that may wish to consider submitting a request for the product(s) to be included in the Formulary.

4 Role of the Wound Formulary Review Group

4.1 The Newcastle Upon Tyne Hospitals NHS Foundation Wound Formulary Review Group exists to promote the safe and cost effective use of wound care products within the Newcastle upon Tyne Hospitals NHS Foundation Trust (Acute and Community).

4.2 The Wound Formulary Review Group is established to ensure dressings for inclusion to the Wound Formulary are evidence based and adequate for clinical usage.

This will include:

- Ensure standards of care are maintained
- Disseminate best practice: it is the responsibility of each member to communicate changes and/or decisions and best practice to their directorates.
- Monitoring the development of appropriate evidence based assessment criteria for the selection of dressings

5 Role of the Tissue Viability Service

5.1 Representatives will only be seen by advance appointment.

5.2 Tissue Viability is central to the establishment of the Wound Formulary and works in conjunction with the Wound Formulary Review Group.

5.3 Tissue Viability and associated Wound Care Specialists may wish to see representatives for information on new products, new indications for existing product or for discussion of major commercial consideration including training opportunities for staff across the Trust's Acute and Community setting.

6 Monitoring and Review

The policy will be monitored by the Wound Formulary Review Group: areas of non-compliance with the policy will be managed by this group.