

**Excerpts relating to the provision of medically-relevant items (MRIs)**

The following excerpts from the 2009 PhRMA Code on Interactions with Healthcare Professionals may help guide your decisions about MRIs. The full code is available at <http://www.phrma.org>.

**Section 10: Prohibition of Non-Educational and Practice-Related Items**

- Items that “advance disease or treatment education” are permissible
- No “pens, note pads, mugs and similar ‘reminder’ items”
- No “items intended for the personal benefit of HCPs, such as floral arrangements, artwork, music CDs or tickets to a sporting event”
- No “payments in cash”

**Section 11: Educational Items**

- “It is appropriate to offer items designed primarily for the education of patients or HCPs,” as long as:
  - a) Items are \$100 or less, and
  - b) Items do not have value to the HCP outside of professional responsibilities
- “An anatomical model for use in an examination room is intended for the education of the patients and is therefore appropriate.”
- Items can only offered on “an occasional basis”

**QUESTION AND ANSWER SECTION****Question #1: Treatment Items:**

- Items designed for patient or HCP “education” are OK. No stethoscopes or other items designed for patient “treatment” may be offered

**Question #2: Educational Items for HCPs:**

- It is “appropriate...to distribute educational brochures” as long as they are not accompanied by pens and clipboards and other non-compliant items

**Question #3: More Educational Items for HCPs:**

- It is appropriate to “provide educational items such as a medical textbook, a subscription to a relevant scientific journal, or copies of relevant clinical treatment guidelines”

**Question #4: Educational Items for Patients that can be provided to an HCP:**

- OK to provide “anatomical models,” “informational sheets and brochures,” “patient self-assessment and tracking tools,” and/or “written materials that inform patients about adherence to medicine regimes, healthy lifestyle choices or the availability of patient assistance programs”
- OK to provide “items designed for use by patients to assist in the administration of their treatment or management of their conditions,” such as “patient starter kits,” but **not** “pedometers, stopwatches or other general fitness items”

**Question #10: Gift Certificates:**

- “An open-ended gift certificate is a cash equivalent,” which is not permitted, but “a medical textbook, a book on patient care or a gift certificate redeemable solely for a medical textbook or book on patient care could be provided if it is not of substantial value (\$100 or less)”

**Question #23: Compensating a consultant with an item instead of an honorarium and recordkeeping:**

- “This may be permissible... [as long as all]... recordkeeping and reporting requirements” are met