



MONTEFIORE MEDICAL CENTER
The University Hospital for the
Albert Einstein College of Medicine

ADMINISTRATIVE POLICY AND PROCEDURE

Administrative Policy and Procedure: Medical Vendor Representatives
Owner: Office of the Medical Director, Office of Compliance and the Department of Acquisitions
Cross reference: Conflict of Interest Policy, CMP Policy and Procedure, AMA , ACCME, MMG policy, Pharmacy Policy

SCOPE:

Applies to all Medical Vendor Representatives, Montefiore associates, medical staff and trainees throughout Montefiore's delivery system, including the Care Management Organization (CMO). Interactions with non-medical vendors are covered exclusively under the Conflict of Interest Policy.

POLICY STATEMENT:

The purpose of this policy is to ensure that the best interest of the patient is the principal factor in any decisions to use pharmaceuticals, medical equipment and devices in patient care. Circumstances in which commerce and care planning coexist are ethically challenging. At times care providers are involved in the development or marketing of a product and will derive benefit from its use. This creates a conflict of interest that is precluded by medical codes of conduct and by standards of medical professionalism. Furthermore, the acceptance of gifts—even very small gifts—may also create conflict of interest, because of relationships and sense of obligation these gifts engender. Choices of marketed products present opportunities to meet the needs of the patients with the most recent and appropriate technology. But the uncritical acceptance of promotional material may lead providers to overlook data about less innovative and less profitable products that may be as good or better for the patient. This policy is designed to assist physicians and other care providers in balancing the potential influences with benefits of furthering knowledge of new treatments and devices by providing guidance for the conduct of medical vendor representatives.

DEFINITIONS:

Medical Vendor Representatives (MVRs): Defined as vendors' representatives from pharmaceutical companies, and manufacturers and distributors of medical device and durable medical equipment.

PROCEDURE FOR VENDOR REGISTRATION:

1. All Medical Vendor Representatives must be approved and pre-registered prior to seeking access to any Montefiore site. Access is sought on a per visit basis or as a standing appointment for a specific period of time, at the discretion of the specific clinical or administrative department and as approved as follows:
 - a. Any MVR seeking access should complete the Request for Medical Vendor Representatives Access Form (Attachment I available on the internet at www.Montefiore.org) and submit to the appropriate department indicated below:
 - i. Pharmaceutical Vendors: The Pharmacy Department is responsible for screening and approval of all pharmaceutical representatives;
 1. Pharmacy Sales Representatives are not permitted on Montefiore premises, unless to meet with the Director of Pharmacy or Designee. Pharmaceutical Scientific Liaisons, or other similar position whose specific job responsibilities explicitly prohibit the detailing of medications, may be permitted to have access to Montefiore with appropriate approval.
 - ii. Medical Device Vendors: The Acquisition Department will screen and approve medical device representatives;
 - iii. Durable Medical Equipment and Nursing Home Vendors: The Care Management Organization (CMO) will screen for approval of the DME representatives;
 - iv. Nutritional Vendors: The Department of Nutrition will screen for approval of Nutritional Vendors.
 - b. The above departments are responsible for ensuring that the Medical Vendor Representatives receive a copy of the application package, including but not limited to this policy and procedure, and that they sign an attestation that they have read and will abide by the conditions outlined. MVRs are responsible for signing and submitting this attestation to the appropriate department annually.
 - c. Copies of the approved applications are provided to the MVR and to security via fax for processing. Electronic notification of the approval to the Security Department Supervisors is requested.
 - d. If the application is not approved, the authorized department indicates on the form and faxes to Security.
 - e. If approved, MVRs must present to Security at 3324 Rochambeau with a copy of the signed access form to receive their vendor identification badge.
 - f. In no circumstance is the expiration date of the badge to exceed one year from date of issuance.

VENDOR ACCESS AND AUTHORIZATION:

1. MVRs must enter through one of the following entrances:
 - East 210th Street at the Moses Campus
 - The MAP building at the Moses Campus
 - Eastchester Road at the Weiler Campus
 - East 233rd Street at the Montefiore North Campus
 - No access is allowed through the CHAM, Gunhill Road or other Montefiore entrances.

2. MVRs are not authorized to be present on any Montefiore Medical Group site, unless written permission is received in advance from the appropriate departmental director.
3. MVRs are not permitted in any patient care area, including waiting rooms, inpatient units or faculty practice sites, unless to provide in-service training on devices or other equipment and then, only by appointment and with the appropriate approval.
4. MVRs may not loiter in common hospital areas, such as lobbies, cafeterias, Medical Library, etc, for the purpose of initiating unsolicited contact with health care professionals and detailing products. Under no circumstances may MVRs initiate contact with housestaff or medical students on Montefiore premises.
5. Access to patient information:
 - a. MVRs will not be permitted access to any patient information, clinical data or billing information. Montefiore associates and medical staff shall not provide such information to MVRs. In the event that provision of such information is required for patient care reasons, patient consent to release information to the MVRs shall be sought in all instances.
 - b. Propriety information related to prescribing practices, product consumption or prices may not be provided to MVRs except by individuals authorized by Montefiore to negotiate contracts.

VENDOR OBLIGATIONS AND AUTHORIZED ACTIVITIES:

1. Medical Vendor Representatives will abide by the policies and procedures of Montefiore Medical Center, including the determinations of the Pharmacy and Therapeutics Committee and the Medical Device Committee, the Medical Staff By-laws and Rules and Regulations. MVRs are not permitted to promote medications, supplies or equipment contrary to Montefiore policies or guidelines as approved by medical center committees.
2. MVRs are required to wear their ID at all times when on Montefiore premises. They must also wear a Photo ID issued by their employer. MVRs are required to return their Montefiore ID badge to Security in the event they leave their job or they no longer require access to Montefiore premises for any reason.
3. Authorized MVRs/Scientific Liaisons are only permitted to discuss drugs available through the Montefiore Hospital Formulary. Distribution of literature or promotional materials for non-formulary products to the house staff or the Medical Center community at large is prohibited. Authorized MVRs may, however, discuss non-formulary products with healthcare professionals during office appointments, provided, however, that all promotional literature and materials being detailed are first provided to and approved by the Department of Pharmacy prior to any discussions.
4. New drugs for consideration by the Pharmacy & Therapeutics (P&T) Committee shall be discussed with the Director of Pharmacy Services or designee. The Director of Pharmacy

may then schedule a discussion of the new drug for addition to the Formulary on the agenda of the P&T Committee meeting after completion of the application process. No statement may be made to any health care professional as to the availability of a product/medication at Montefiore until such time as it has been approved by the P&T committee.

5. Sample medications and/or devices are not permitted at all and may not be distributed or left in any area within Montefiore Medical Center. In rare circumstances, a sample may be permitted if approved by the Director of Pharmacy or other authorized party.
6. MVRs are not permitted to solicit business via displays or organize gatherings of the professional staff for the purpose of presenting their products; nor may a representative post any brochures, notices, or promotional material in any part of Montefiore. Appropriately scheduled in-services or educational programs, such as for approved devices, must be coordinated and approved by the departmental supervisor.
7. No food shall be provided by a MVR at any educational program offered at Montefiore.
8. No gifts or inducements of any kind, even of nominal value, may be distributed by Medical Vendors Representatives on Montefiore premises. Examples of banned items include pens, stick pads, mousepads, conversion charts or food or meals of any kind, even in connection with an educational program.
9. Patient Education materials produced by vendors may be used provided they have been reviewed and approved by the Patient Education Department.
10. Off-sites activities such as educational lunches or dinners that are arranged primarily for Montefiore medical staff, housestaff or associates, are not permitted.
11. No expenses for travel or attendance at lectures of conferences of any type may be provided by MVRs. MVRs may not purchase any meals in connection with presentations or meetings, except as set forth below:
 - a) Medical Vendor Representatives seeking to contribute to Continuing Education may do so by coordinating through the Office of Continuing Medical Education.
 - b) Vendors seeking to provide grant money for trials should coordinate through the Office of Sponsored Research.

VIOLATIONS:

MMC associates and medical staff that observe vendor representatives violating this policy and procedure should notify the Office of Compliance. Violations of this policy by MVRs will result in disciplinary action, up to and including suspension or termination of access privileges at Montefiore. In the event violations occur, appropriate notice will be sent to the MVR's employer.

MONTEFIORE MEDICAL CENTER
Medical Vendor Representative (MVR) Access Application

All Medical Vendor Representatives (MVRs) must apply for and receive prior authorization to be permitted on designated Montefiore premises. As per Montefiore's MVR Policy and Procedure, any MVR seeking access must complete this application and submit to Pharmacy, Acquisitions, or the Network Care Management as appropriate. Please select type of MVR:

- Pharmaceutical Medical Device Durable Medical Equipment Nursing Home Representative
 Home Health Agency Representative Other _____

Name: _____

Position/Job Title: _____ Credentials: _____
(i.e., MBA, MD, RN, etc)

Company: _____

Address: _____

Bus. Phone: _____ Cell phone/pager: _____ Email: _____

Rationale for access: _____

Department(s) contacted: _____

Department	Contact person(s)	Telephone
------------	-------------------	-----------

Do you need access to patient care areas? Yes No

If yes, indicate areas and rationale: _____

Note: A completed health form from the MVR Employer indicating MMR vaccination or equivalent and PPD testing, as well as a signed confidentiality agreement is required and must accompany this form.

To be completed by the MVR:

I, _____, as a representative of (company) _____, attest that I have obtained and read the Montefiore MVR Policy and Procedure and agree to abide by it when visiting MMC. I understand that 1) I will wear my ID badge at all times on Montefiore premises, 2) I am not allowed in patient care areas (unless by permission) and will not loiter in common Medical Center areas 3) I am not permitted to promote medications, supplies or equipment contrary to the Montefiore policies or guidelines and 4) I will comply with all policies related to the privacy and security of protected health information. I understand that violations of this policy will result in disciplinary action, up to and including suspension or termination of access privileges.

Signature and Date: _____ Manager's Name _____

Manager's Signature: _____ Date and phone #: _____

For MMC Management:

- The above MVR has been approved and should receive a designated ID badge with an expiration date of _____ in order to have access to MMC premises as regulated by the Administrative Policy and Procedure that they have read and agreed to abide by. I have contacted the MVR of the approval, expiration date and directions on how to obtain the ID badge.
- The above MVR application is not approved.

Authorized Department (select one): Pharmacy Acquisition Network Care Management Nutrition

Name: _____ Date: _____

Signature: _____

