
Medication Management

MM.2A1

SUBJECT/TITLE: DRUG AND NEUTRACEUTICAL SAMPLES, DRUG VOUCHERS, DRUG COUPONS, AND DRUG-RELATED EDUCATIONAL DEVICES AND MATERIALS

PURPOSE: To ensure compliance with the UI Health Care Conflict of Interest and Conflict of Commitment Policy Regarding Interactions with Industry.

The provision of drug or neutraceutical samples, drug vouchers, and drug-related educational materials is a significant component of pharmaceutical marketing efforts. The literature indicates the choice of drug therapy is influenced by the availability of branded drug samples and vouchers. In addition, drug sample and voucher recipients have higher prescription costs despite receiving samples or vouchers.

Decision-making about patient care should be unfettered by relationships with industry.

DEFINITIONS: Drug Samples: Free drugs or starter supplies of brand name drugs provided by a manufacturer to an LIP for dispensing to a patient.

Neutraceutical Samples: Free supplies of neutraceuticals provided by a manufacturer to an LIP or clinical area for dispensing to a patient.

Drug Voucher: Drug vouchers are an alternative to samples, allowing patients to obtain a limited quantity, one-time supply of the brand name drug.

Drug-Related Educational Devices and Materials: Industry provided equipment or written materials needed for patient education for self-administration of a drug (e.g., oral inhaler). The devices do not contain active drug.

Drug Coupon: Document that can be exchanged for a discount when purchasing a medication. They are offered by drug companies or distributed to consumers via doctors or pharmacists. Many can be obtained online.

POLICY:

A. Effective May 1, 2009:

1. Industry-supplied drug samples, neutraceuticals and vouchers may not be accepted or distributed to patients at UI Health Care.
2. UI Health Care faculty, staff, and trainees may not seek or accept industry-supplied drug samples for personal or family use.
3. Drug coupons may only be accepted by the staff in the Medication Assistance Center or obtained on-line by pharmacists working in the UIHC Ambulatory Care Pharmacies upon receipt of a qualifying prescription. Drug coupons may not be accepted by any UI Health Care staff outside of the Medication Assistance Center.
4. UI Health Care staff may assist patients in applying for pharmaceutical companies' assistance programs. Other sources of free or low-cost drugs, such as the Iowa Prescription Drug Corporation, and low cost generic medications will be made available to patients.
5. In recognition of patient needs for drug-related educational devices and/or written educational materials, it is acknowledged that there are limited and controlled situations when this may occur and still be in conformity with the UI Health Care "Conflict of Interest and Conflict of Commitment Policy Regarding Interactions with Industry" policy. This policy allows the Pharmacy and Therapeutic Subcommittee to determine which drug-related educational devices and/or written educational materials may be dispensed in UIHC.

PROCEDURE:

A. General Guidelines

1. Drug samples, neutraceuticals and drug vouchers will not be stored or used at UIHC. Drug samples and drug vouchers found within UIHC will be confiscated and destroyed.
2. Drug coupons are only permitted to be left in the Medication Assistance Center by pharmaceutical company reps for use in, or obtained by pharmacists pursuant to receipt of a qualified prescription in the UIHC Ambulatory Care Pharmacies.
3. In order to meet patient educational needs the Pharmacy and Therapeutics Subcommittee may approve industry-provided drug-related educational devices and/or written educational materials. These approved industry-provided drug-related educational devices will not contain active drug, and may if approved, be kept for patient teaching of drug administration.
 - a. UIHC staff may request to distribute industry-provided drug-related educational devices and/or written educational materials when deemed necessary to improve the patient's understanding of his/her medications.
 - b. The requesting UIHC staff member (i.e., physician, dentist, nurse, respiratory therapist, or pharmacist) must complete the Industry-Provided Drug –Related Education Materials Request Form (73d Form) and submit it to the Pharmacy and Therapeutics Subcommittee.

- c. Completed Industry-Provided Drug-Related Education Materials Request Forms will be reviewed by the Pharmacy and Therapeutics Subcommittee at its regularly scheduled meetings.
 - d. Criteria used by the Pharmacy and Therapeutics Subcommittee for approval shall include:
 - i. Significant patient education or training is needed to use product.
 - ii. Lack of conflict of interest/conflict of commitment by staff requesting drug device/drug sample.
4. Drug-related devices and drug-related educational materials that have not been approved by the Pharmacy and Therapeutics Subcommittee will be confiscated and destroyed.

B. Active Drug Needed in an Administration Device for Patient Education in the Clinic

If an active medication is needed for administration/education for a clinic patient, one of the following processes should be followed:

1. An LIP order to pharmacy should be placed in the Epic system. Pharmacy will label the medication with a label appropriate for take-home use (if the medication is a bulk product containing multiple doses) and send it to the clinic. Administration **MUST** be documented on eMAR. The LIP must counsel the patient on directions for use and side effects.
2. If the medication is floorstocked, an order by the LIP should be placed in Epic. Then the clinic staff **MUST** label the medication with an appropriate label if sending a bulk product home with the patient. The patient's name, the medication name, strength and directions for use, and LIP's name must be included on the label and affixed to the product. The medication dispensed should be noted by the provider in Epic. The LIP must counsel the patient on directions for use and side effects. Administration **MUST** be documented in eMAR so the patient is appropriately billed.

C. Alternatives to Drug Samples/Drug Devices

1. Patients who require urgently needed drugs/drug devices and are unable to pay for them should be given a prescription. The pharmacist financial counselor will be consulted and will work with the patient to provide an initial supply of needed medication(s) when appropriate. A payment plan will be established if needed. If the pharmacist financial counselor is not available, the UIHC Ambulatory Care Pharmacies will dispense a 3-day supply, and the patient will be billed.
2. Patients will be referred to the Medication Assistance Center for assistance with obtaining long-term supplies of drugs/drug devices. Patients will be assisted with enrollment into medication assistance programs if eligibility criteria are met. Whenever appropriate, the use of lower cost generic drugs in the therapeutic class will be recommended to the prescriber.

3. The Medication Assistance Center may provide a free supply of medication for Iowa residents without other options from the drug repository through the Iowa Prescription Drug Corporation.

5. Pharmacists will provide recommendations to prescribers regarding the availability of less expensive therapeutic alternatives, including other generic medications in the same class.

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Date Reviewed:

Pharmacy and Therapeutics Subcommittee
University of Iowa Hospitals and Clinics

Industry-Provided Drug-Related Educational Devices or Materials Request Form

Only those industry-provided drug-related educational devices or materials approved by the Pharmacy and Therapeutics Subcommittee may be stored or used at UIHC.

Please submit a copy of the materials or a sample of the device being requested.

The following industry-provided drug-related educational device or material is requested for approval for dispensing:

GENERIC NAME of the industry-provided drug-related educational materials:

BRAND NAME of the industry-provided drug-related educational materials:

Manufacturer _____

The requested industry-provided drug-related educational materials drug sample/device is needed for the following reason(s):

Please complete the Conflict of Interest information on the reverse side of this form.

