

MICHIGAN PHARMACEUTICAL REPRESENTATIVES SOCIETY

CODE OF CONDUCT

PREAMBLE: The Michigan Pharmaceutical Representatives Society (MPRS) endorses this CODE OF CONDUCT to enhance the professionalism of all representatives from the pharmaceutical industry. Implementation of these practices will ensure greater acceptance of the pharmaceutical representative by the health care practitioner.

- ◆ Adhere to the AMA/AOA marketing guidelines (copies available upon request).
- ◆ Provide services to health care professionals for the purpose of enhancing patient outcomes.
- ◆ Respect the rules and regulations of the medical institutions and health care facilities which you serve.
- ◆ Present a fair, balanced, evidence-based approach for distribution of pharmaceutical data.
- ◆ Be recognized solely as a resource for pharmaceutical information.
- ◆ Demonstrate the economic and quality of life benefits of pharmaceuticals.
- ◆ Respect the time constraints of health care professionals.
- ◆ Maintain high levels of integrity and credibility.
- ◆ Extend professional courtesy to your peer representatives in all professional settings.
- ◆ Strive for improvement of your professional skills through participation in your pharmaceutical associations.

MPRS ♦ 815 N. Washington Ave. ♦ Lansing, MI 48906
PHONE: 517/484-1466 ♦ FAX: 518/484-4893 ♦ E-MAIL: mpa@michiganpharmacists.org