

AMERICAN MEDICAL ASSOCIATION HOUSE OF DELEGATES
Endorsed by VMS Council, April 26, 2003

Resolution:
(A-03)

Introduced by: American Academy of Child and Adolescent Psychiatry
American Psychiatric Association

Subject: **Patient Privacy and Pharmaceutical Sales Representatives**

Referred to:

1 WHEREAS, concerns have previously been raised about the inappropriate presence of
2 medical equipment and device sales representatives during surgical procedures, and
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4 WHEREAS, recent reports have also indicated that pharmaceutical sales representatives
5 have asked to be present during clinical interactions between physicians and patients,
6 reportedly to “learn how doctors talk to patients”, and
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8 WHEREAS, some pharmaceutical sales representatives have apparently tried to frame
9 such arrangements as “internships” or “preceptorships”, and
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11 WHEREAS, concerns have been raised that patients may not have been fully and
12 appropriately informed of the identity and involvement of such sales representatives, and
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14 WHEREAS, such incidents raise serious questions about patient privacy and
15 confidentiality, therefore, be it
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17 RESOLVED, that our AMA oppose the presence, inclusion or involvement of
18 pharmaceutical sales representatives in clinical situations without the full knowledge and
19 informed consent of patients, and be it further (New HOD Policy)
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21 RESOLVED, that our AMA work in conjunction with representatives of the
22 pharmaceutical industry to promulgate appropriate guidelines to protect patient privacy
23 and confidentiality and to prevent inappropriate intrusion into the doctor/patient
24 relationship. (Directive to Take Action)