WHEREAS, concerns have previously been raised about the inappropriate presence of medical equipment and device sales representatives during surgical procedures, and

WHEREAS, recent reports have also indicated that pharmaceutical sales representatives have asked to be present during clinical interactions between physicians and patients, reportedly to “learn how doctors talk to patients”, and

WHEREAS, some pharmaceutical sales representatives have apparently tried to frame such arrangements as “internships” or “preceptorships”, and

WHEREAS, concerns have been raised that patients may not have been fully and appropriately informed of the identity and involvement of such sales representatives, and

WHEREAS, such incidents raise serious questions about patient privacy and confidentiality, therefore, be it

RESOLVED, that our AMA oppose the presence, inclusion or involvement of pharmaceutical sales representatives in clinical situations without the full knowledge and informed consent of patients, and be it further (New HOD Policy)

RESOLVED, that our AMA work in conjunction with representatives of the pharmaceutical industry to promulgate appropriate guidelines to protect patient privacy and confidentiality and to prevent inappropriate intrusion into the doctor/patient relationship. (Directive to Take Action)