

POLICY FOR THE SPONSORSHIP OF ACTIVITIES AND JOINT WORKING WITH THE PHARMACEUTICAL INDUSTRY

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Version control sheet

Version	Date	Author	Status	Comment
1.0	05/11/22	M Asghar	Final	New ICS Document combining and updating historical working with industry Policy from NEHF CCG and Conduct of Pharmaceutical Representatives Policy from FHFT. See below for previous version control details

1.1	24/07/22	M Asghar	Final	Additional of new section (4..4) to clarify that secondary employment is outside the remit of this policy and that if this is undertaken needs to be compliant with the ICB Managing Conflicts of Interest Policy.
Version	Date	Author	Status	Comment
1.0	16/08/21	M-J Steijger	Draft	Update from previous version used in NEHF CCG
1.1	17/08/21	A Cooper	Draft	Decision making framework needs further thought and how we use MOB in the approval process and not via QPF.
1.2	23/09/21	M-J Steijger	Final	Amendment to Section 10.2 to include a link to the Anti-Fraud, Bribery and Corruption Policy.
Version	Date	Policy Lead(s)	Status	Comment
0.1	Dec 2016	Operational Pharmacy Manager Frimley	Draft	New policy
0.2	April 2018	Operational Pharmacy Manager Frimley	Draft	Approved by Frimley Health Area Prescribing Committee and Clinical Governance Committee
1.0	July 2018	Policy Officer	Final	Ratified at Top Team meeting 10/7/18

Equality Statement

NHS Frimley and its healthcare provider partners aim to design and implement services, policies and measures that meet the diverse needs of our service, population, and workforce, ensuring that none are placed at a disadvantage over others.

Throughout the development of the policies and processes cited in this document, NHS Frimley has:

- Given due regard to the need to eliminate discrimination, harassment, and victimisation, to advance equality of opportunity, and to foster good relations between people who have shared a relevant protected characteristic (as cited under the Equality Act 2010) and those who do not share it.
- Given regard to the need to reduce inequalities between patients in access to, and outcomes from, healthcare services and in securing that services are provided in an integrated way where this might reduce health inequalities.

Members of staff, volunteers or members of the public may request assistance with this policy if they have particular needs. If the member of staff has language difficulties and difficulty in understanding this policy, the use of an interpreter will be considered.

NHS Frimley embraces the staff pledges in the NHS Constitution. This policy is consistent with these pledges.”

Contents

Equality Statement	Error! Bookmark not defined.
Executive Summary.....	4
1. Introduction.....	5
2. Purpose	5
3. Scope.....	6
4. Definitions	7
5. Roles and responsibilities.....	8
6. Joint Working with the Pharmaceutical Industry	8
7. Sponsorship of Education and Training Events	10
9. Conflicts of interest	13
10. Bribery legislation	13
11. Primary Care Rebate Schemes.....	13
12. Dissemination/Publication	14
13. Training requirements	14
14. Monitoring of this policy	14
15. Stakeholder/Consultation information	14
16. Review of this policy.....	15
17. References and links relating to this policy	15
Appendix 1	16
Appendix 2	23
Appendix 3	27
Appendix 4	28
Appendix 5	30
Appendix 6	32

Executive Summary

The Policy on Working with the Pharmaceutical Industry details the way in which staff working within NHS Frimley and within its healthcare provider partner organisations should handle requests and offers to work from Pharmaceutical Companies. NHS organisations and staff must ensure that any work carried out in

conjunction with the Pharmaceutical Industry is well considered and will not put them in a position of actual or perceived bias when it comes to any future work with particular Pharmaceutical Companies.

The most common forms of 'working with' the Pharmaceutical Industry for NHS organisations include offers of sponsorship for educational events, proposals for joint working and requests for meetings with staff. General guidelines for each are outlined below and the full guidance is included within the body of the Policy.

Sponsorship of Education and Training Events

Sponsorship of educational events may include provision of refreshments or hospitality for training carried out by NHS staff or offers to pay for travel, hospitality and training/conference fees for NHS staff by a pharmaceutical company. All offers, including declined offers, must be documented on the appropriate register of gifts & hospitality which is maintained by the organisations Governance Team.

Proposals for Joint Working

NHS organisations may choose to work jointly with one or more pharmaceutical companies where the joint arrangement is of mutual benefit with an ultimate benefit to patients and improving patient care. Some examples of joint working may include training & development of staff, development and implementation of prescribing strategies, protocols or guidelines and production of leaflets or educational materials.

All proposals for joint working must go through a process of consideration, first locally by the relevant operational group and then by the ICS Medicines Board (MB). The forms which should be used for each stage are included as Appendices to the Policy.

Access to NHS Staff and Premises

Representatives from pharmaceutical companies may occasionally request meetings with NHS staff. All meetings should be made by appointment only and with specific members of staff. Requests for meetings will normally be handled by the Medicines Optimisation Team, or for healthcare provider organisations by their Pharmacy Team which will review all requests prior to agreeing a meeting. Following the meeting, a record of the meeting should be completed and saved electronically. This form and the form for logging requests for meetings are included as Appendices to the Policy. Further detail is provided in Appendix 1 Conduct of Pharmaceutical Industry Representatives on Healthcare sites within NHS Frimley

1. Introduction

1.1 This document sets out policy for joint working with the pharmaceutical industry within NHS Frimley where the benefits that this could bring to patient care and the difference it can make to their health and well-being, are clearly advantageous. This is consistent with Department of Health Best practice guidance for joint working between the NHS and pharmaceutical industry and other relevant organisations¹ and for managing conflicts of interest.

2. Purpose

2.1 The aim of this policy is to assist NHS Frimley to achieve its objectives and delivery of national and local priorities by building appropriate and effective

working relationships with the pharmaceutical industry and to inform and advise staff of their responsibilities when entering into joint working arrangements with the pharmaceutical industry.

2.2 It specifically aims to assist NHS employers and staff in maintaining appropriate ethical standards in the conduct of NHS business and to highlight that NHS staff are accountable for achieving the best possible health care within the resources available.

2.3 The main objectives are to:

- provide all employees of NHS Frimley and healthcare provider organisations within Frimley Health & Care Integrated Care System (ICS) a policy framework and guidance for independent contractors for communication with members of the pharmaceutical industry in an appropriate manner;
- make all employees and contractors aware of the limitations of the sponsorship they are at liberty to accept from the pharmaceutical industry;
- introduce mechanisms to recognise potential conflicts of interest;
- ensure that all employees and independent contractors approached by the pharmaceutical industry respond in a consistent manner;
- ensure the interests of patients, the public and NHS Frimley and its healthcare provider organisations are maintained
- ensure that any sponsorship accepted from the industry is declared publicly to ensure transparency;
- ensure that clinical and financial decisions taken by NHS employees and independent contractors do not rely solely on the advice and interventions of the industry representatives.

2.4 Staff are reminded that at all times they have a responsibility to comply with their own professional codes of conduct and NHS England Managing Conflicts of Interest: Revised Statutory Guidance for CCGs.² Representatives of the pharmaceutical industry must comply with the Association of the British Pharmaceutical Industry (ABPI) Code of Practice for the Pharmaceutical Industry.³

2.5 By adhering to this policy, staff can protect both NHS Frimley, its provider organisations and individuals involved from any impropriety or the appearance of thereof.

3. Scope

3.1 This document is intended as a policy for NHS Frimley and its healthcare provider partner organisation staff who are involved in working with the pharmaceutical industry and should be read in conjunction with the relevant Conflicts of Interest Policies. This policy includes joint working with the pharmaceutical industry, sponsorship (including meetings) from the pharmaceutical industry, training and education, goods & services. This policy does not cover primary care rebate schemes as there is a separate policy for the Approval of Primary Care Rebate Schemes.

3.2 This Policy must be adhered to by all staff (whole or part time) and by Governing Body and Committee Members in their role as representatives of NHS Frimley or of their employing healthcare provider organisation.

- 3.3 The term Staff includes individuals who are
- Employed under a contract of employment with NHS Frimley or one of its healthcare provider organisations;
 - unpaid volunteers of NHS Frimley or one of its healthcare provider organisations;
 - not employed by NHS Frimley or one of its healthcare provider organisations but who exercise functions on behalf of them, e.g. non-NHS contract staff, any students or trainees including apprentices, agency and seconded staff.
- 3.4 This policy is recommended as a guide to good practice for independent contractors, their staff and locum practitioners. Therefore, member GP practices have the option to adopt this policy for use within the practice, for example maintaining their own logs of gifts, hospitality or sponsorship. In addition, 'Good Medical Practice'⁴ published by the GMC sets out standards of conduct expected of all doctors and has specific requirements which relate to commercial sponsorship.
- 3.5 Research and development (R&D) partnerships are outside the scope of this policy.

4. Definitions

- 4.1 **Joint working** is defined as situations where, for the benefit of patients, organisations pool skills, experience and/or resources for the joint development and implementation of patient centred projects and share a commitment to successful delivery. Joint working agreements and management arrangements are conducted in an open and transparent manner.
- 4.2 **Commercial sponsorship** is defined as including: NHS funding from an external source, including funding of all or part of the costs of a member of staff, NHS research, staff training, pharmaceuticals, equipment, meeting rooms, costs associated with meetings, meals, gifts, hospitality, hotel and transport costs (including trips abroad), provision of free services (speakers), buildings or premises.
- 4.3 For the purpose of this policy the **Pharmaceutical industry** is defined as other organisations potentially supplying NHS with clinical support, e.g. homecare companies, manufacturers of nutritional products, manufacturers/suppliers of stoma and continence products, other companies whose products are subject to the licensing provisions of the Medicines Act, third party commercial organisations.
- 4.4 Secondary employment: Includes paid or unpaid work, either as Pay as You Earn (PAYE); voluntary; consultancy and or self-employment and or bank or agency contracts. This would be undertaken in a personal capacity, and as such falls outside the scope of this joint working policy which pertains to collaboration on a corporate as opposed to personal level. Such activity would be encompassed by the ICB Managing Conflicts of Interest Policy ([corporate-](#)

[policies/2248-frimley-icb-conflicts-of-interest](#)) Importantly whilst individuals are not precluded from secondary employment, permission must be sought from line managers and any work undertaken added to the individuals register of interests and declared in any decision making meeting it is or could be perceived to be relevant to and managed in accordance with the ICB managing conflicts of interest policy

5. Roles and responsibilities

- 5.1 It is the responsibility of each individual employee to follow the policy framework. They must also refer to their line-manager for approval.
- 5.2 It is the responsibility of line managers to ensure that employees are fully aware of this policy. They are responsible for checking that requests from all employees to form collaborations with the pharmaceutical industry are thoroughly examined. They must ensure that the work is beneficial to the organisation, that there is no conflict of interest and the framework is adhered to.
- 5.3 NHS Frimley should be accountable for any agreement and be in a position to evaluate and monitor these agreements. No organisation should be given preferential treatment and individuals must be accountable for their reason for forming relationships with industry members.
- 5.4 Final consideration and approval for any joint working arrangements will be sought from the Medicines Board.
- 5.5 If members of NHS Frimley staff or those of one of its healthcare provider partner organisations are in any doubt about the policy for gifts, hospitality, sponsorship or expenses from the Pharmaceutical Industry they should consult a member of their Governance Team or Managing Director.
- 5.6 NHS staff should be aware that ABPI pharmaceutical industry representatives must follow the “ABPI Code of Practice for the Pharmaceutical Industry”.³ This code of practice is designed to ensure a professional, responsible and ethical approach to the promotion of prescription medicines in the UK through self-regulation.
- 5.7 If an individual staff member becomes aware of a breach of this policy or the Conflict of Interest Policy they should inform their line manager in the first instance and refer to the section ‘Failure to disclose/declare and management of breaches’ in the NHS Frimley Conflict of Interest Policy and the NHS Frimley Whistleblowing Policy.

6. Joint Working with the Pharmaceutical Industry

- 6.1 Joint working between the pharmaceutical industry and the NHS must be for the benefit of the patients or the NHS and preserve patient care. Any joint working between the NHS and the pharmaceutical industry should be conducted in an open and transparent manner.

6.2 Arrangements should be of mutual benefit, the principal beneficiary being the patient. The length of the arrangement, the potential implications for patients and the NHS, together with the perceived benefits for all parties, should be clearly outlined before entering into any joint working.

6.3 The following principles will also apply to joint working:

- staff should be aware of NHS guidance, the legal position and appropriate and relevant professional codes of conduct as described in existing NHS Frimley policies and NHS guidance
- contract negotiations will be negotiated in line with NHS values
- any joint working arrangements agreed must be consistent with existing local prescribing policies, clinical guidelines and pathways e.g. NICE, Medicines Board Joint Formulary decisions
- confidentiality of information received in the course of duty must be respected and never used outside the scope of the specific project
- joint working arrangements should take place at corporate, rather than at an individual level
- clinical and financial outcomes will be assessed through a process of risk assessment

6.4 Potential joint working arrangements with the Pharmaceutical Industry will be considered through a process for consideration, approval, recording, monitoring and evaluation.

6.5 Examples of particular areas of potential joint working (not exhaustive) include:

- training and development of staff - some companies offer management and organisational development training.
- development and implementation of prescribing strategies, protocols or guidelines (including guideline publication costs).
- educational leaflets - companies may contribute to the cost of producing leaflets in exchange for the company logo being printed on the leaflet, where the size and position of the logo is agreed by the NHS Frimley.
- Information technology and other data collection tools.
- Funding of all or part of the costs of a member of staff.

6.6 A mutually agreed and effective exit strategy will be in place at the outset of any joint working arrangement detailing the responsibilities of each party and capable of dealing with a situation where premature termination may become necessary. Any other risks or governance issues (clinical or business) need to be considered at the planning stage for any joint working to remove or minimise risk to the NHS Frimley or patients.

6.7 For a proposed initiative, the project lead should complete a Proposal Form (Appendix 1), and submit to the **Medicines Board** for consideration and approval to continue to business case stage. The project lead should then complete Appendix 2 which will be submitted to the Medicines Board for final approval.

6.8 Once the project has been approved, a Joint Working Agreement form (Appendix 3) must be completed and returned to the Governance Team. A register of all joint working projects will be maintained and held by the Governance Team.

7. Sponsorship of Education and Training Events and promotion of third party services by NHS Frimley staff

- 7.1 Staff should follow the principles outlined in clause 19 of The ABPI Code of Practice for the Pharmaceutical Industry 2016 relating to meetings and hospitality from the pharmaceutical/external industry.⁵ All agreements must comply with the three crucial values that underpin the work of the NHS – Accountability, Probity and Openness.
- 7.2 When organising training or an event, staff must always consider approaching a number of companies so that the NHS Frimley is not seen to be favouring one particular company or product in line with the NHS Frimley's Standing Financial Instructions.
- 7.3 Industry representatives may sponsor the venue, refreshments, and/or expenses of practitioners attending the event etc. for local educational meetings. Authorisation to do so must be sought by completion of Appendix 4 'Pharmaceutical Company Sponsorship Form for Educational and Training Events'. Companies must not provide hospitality to staff except in association with scientific meetings, promotional meetings and scientific congresses and other such meetings.
- 7.4 Sponsorship for training is accepted on the understanding that:
- The NHS Frimley, or one of its healthcare provider partner organisations, course organiser retains overall control of the event.
 - Hospitality must be secondary to the purpose of the meeting and the level of hospitality should be appropriate.
 - Where training is sponsored by external sources, the fact must be disclosed in the papers relating to the meeting and in any published proceedings, e.g. minutes, action notes.
 - The sponsor does not have the right to present any material.
 - Where the organiser considers additional value may be gained from a presentation by the sponsor, the presentation is agreed by the NHS Frimley or the healthcare provider partner organisation in advance of the meeting.
 - Course material provided by the pharmaceutical company has no promotion of specific products (the name of the company supporting the training event is acceptable).
 - The sponsor does not use the NHS Frimley contact to promote products outside the meeting.
 - Any stand the sponsor uses to promote products is to be outside the main meeting room where practicable.
 - Promotion of the education event excludes product advertisement and must be agreed prior to circulation.
 - Honorarium received by any speakers or chair are declared.

- Sponsors do not have the right to insist that NHS Frimley or one of its healthcare provider partner organisations accepts any direct payment for events, training, hospitality

- 7.5 Offers of sponsorship and/or hospitality outside the scope of educational or training events including those outlined in paragraphs 7.3 and 7.4 should be declined in line with the NHS Frimley's Policy on Managing Conflicts of Interest.
- 7.6 Employees must seek authorisation by their line manager before attending external events sponsored by the pharmaceutical industry. It must be agreed whether the training should be attended in the employees own time, or during working hours. Attendance at training and educational events must demonstrate a benefit to the priorities of the NHS Frimley or one of its healthcare provider partner organisations.
- 7.7 Managers should be careful to ensure that staff are not pressurised by sponsors of training to alter their own practice to accord with the sponsors wishes where these are not backed up by appropriate evidence. This includes pressure to receive direct payment from the sponsoring pharmaceutical company.
- 7.8 Where NHS Frimley is asked to promote training activities or services being offered to improve patient health not by pharmaceutical companies but other training or service providers relevant details of the service / training should be reviewed by an appropriate approval committee (Medicines Board, Medicines Optimisation Group, Provider DTC etc) before it is promoted.

8. Access to NHS Frimley staff and premises by representatives of the Pharmaceutical Industry

- 8.1 Pharmaceutical Company representatives should be seen by appointment only.
- 8.2 Visits to the premises should be made only to keep an agreed appointment, or to make such an appointment. Representatives are not allowed to tour the premises looking for staff.
- 8.3 For the Medicines Optimisation Team, first contact by a pharmaceutical company representative should be directed to a member of the Medicines Optimisation team, except in instances where the first contact is with another member of staff pursuant to enquiring which is the relevant team or member of staff to raise a particular issue with.
- 8.4 Pharmaceutical representatives requesting a meeting with the Medicines Optimisation team are required to complete the 'Pharmaceutical Representatives requesting an appointment with Medicines Optimisation Team' form (Appendix 5). Request forms will be reviewed monthly by the Medicines Optimisation Team before agreeing to meet.

- 8.5 All meetings with representatives from the Pharmaceutical Industry should be recorded on the 'Meeting with representatives from commercial organisations' form (Appendix 6) and saved electronically.
- 8.6 See also Appendix 1 which details guidance for the conduct of Pharmaceutical Industry Representatives on NHS Frimley and its healthcare provider partner organisations sites.

9. Conflicts of interest

- 9.1 All staff should follow the NHS Frimley Policy on Managing Conflicts of Interest.
- 9.2 The Department of Health published examples of potential conflict of interest in Commercial Sponsorship – Ethical Standards for the NHS November 2000.⁶ Appendix G gives details of potential conflict and how to deal with these situations.

10. Bribery legislation

- 10.1 **Bribery Act 2010** – NHS Frimley has a responsibility to ensure that all staff are made aware of their duties and responsibilities arising from The Bribery Act 2010. The Bribery Act 2010 makes it a criminal offence to bribe or be bribed by another person by offering or requesting a financial or other advantage as a reward or incentive to perform a relevant function or activity improperly performed. The penalties for any breaches of the Act are potentially severe. There is no upper limit on the level of fines that can be imposed and an individual convicted of an offence can face a prison sentence of up to 10 years.

For further information, see

<https://www.gov.uk/government/publications/bribery-act-2010-guidance>

- 10.2 Please refer to the NHS Frimley Anti-Fraud, Bribery and Corruption Policy and the Policy on Managing Conflicts of Interest.
<https://www.frimley.icb.nhs.uk/policies-and-documents/corporate-policies>

11. Primary Care Rebate Schemes and Free of Charge Schemes

- 11.1 Please refer to the NHS Frimley Policy for the Approval of Primary Care Rebate Schemes.
- 11.2 NHS Frimley and its Healthcare provider partner organisations may not sign up to a free of charge (FOC) scheme which is solely offering a licenced medicine free of charge in advance of NICE approval. For further information refer

to: <https://www.sps.nhs.uk/articles/free-of-charge-foc-medicines-schemes-rmoc-advice-for-adoption-as-local-policy/>

All other free of charge schemes must be approved in advance by the appropriate Governance Committee (e.g. Medicines Board / Drugs and Therapeutics Committee).

12. Dissemination/Publication

12.1 This policy and all associated forms will be made available on the NHS Frimley Intranet and public facing website.

13. Training requirements

13.1 There are no specific training requirements related to this policy.

14. Monitoring of this policy

14.1 Compliance against this policy will be monitored by the NHS Frimley Governance Team.

14.2 The format of the monitoring will be as follows:

Criteria	Measurable	Frequency	Reporting to	Action Plan/Monitoring
All offers of working /sponsorship reported	100%	Quarterly	Audit & Risk Committee	Gifts/Hospitality Registers Reports to Audit Committee
All offers of working /sponsorship reported	100%	Quarterly	Audit & Risk Committee	Cross-check of the ABPI website: https://search.disclosureuk.org.uk/
Criteria	Measurable	Frequency	Reporting to	Action Plan/Monitoring
All joint working proposals are reviewed and approved by the appropriate body	100%	Annually	Medicines Board	Forms submitted by Medicines Optimisation Teams

15. Stakeholder/Consultation information

15.1 This policy has been circulated to Medicines Optimisation Leads/Teams for consultation.

16. Review of this policy

16.1 This Policy will be reviewed every three years following its ratification. The policy will be reviewed before this if new legislation of guidance is issues which requires an update to the policy.

17. References and links relating to this policy

- Department of Health, 2008. Best practice guidance for joint working between the NHS and pharmaceutical industry and other relevant organisations https://www.networks.nhs.uk/nhs-networks/joint-working-nhspharmaceutical/documents/dh_082569.pdf
- NHS England Managing Conflicts of Interest: Revised Statutory Guidance for CCGs (2017) <https://www.england.nhs.uk/wp-content/uploads/2017/06/revisedccg-conflict-of-interest-guidance-v7.pdf>
- ABPI Code of Practice for the Pharmaceutical Industry (2019) <https://www.abpi.org.uk/media/6655/abpi-code-of-practice-2019.pdf>
- General Medical Council-Good Medical Practice (2013)- http://www.gmcuk.org/guidance/good_medical_practice.asp
- The ABPI Code of Practice for the Pharmaceutical Industry 2019 clause 19 <http://www.pmcpa.org.uk/thecode/interactivecode/Pages/clause19.aspx>
- Commercial Sponsorship: Ethical Standards for the NHS (Department of Health Guidance) November 2000 https://webarchive.nationalarchives.gov.uk/20120504025223/http://www.dh.gov.uk/dr_consum_dh/groups/dh_digitalassets/@dh/@en/documents/digitalasset/dh_4076078.pdf

APPENDICES

Appendix 1- Conduct of Pharmaceutical Industry Representatives on NHS Frimley or its Healthcare Provider Organisations Sites

Appendix 2- Joint Working with the Pharmaceutical Industry Proposal Form

Appendix 3- Joint Working between the ICB and the Pharmaceutical Industry Business case form

Appendix 4 - Joint Working Agreement form

Appendix 5 - Pharmaceutical Company Sponsorship Form for Educational and Training Events

Appendix 6 - Questionnaire for Pharmaceutical Representatives requesting an appointment with the Medicines Optimisation Team

Appendix 7 - Meeting with representatives from commercial organisations

Appendix 1

Conduct of Pharmaceutical Industry Representatives on NHS Frimley or its Healthcare Provider Organisation Sites Policy

Key Points

- Pharmaceutical industry representatives visiting all premises from which the NHS Frimley or its healthcare provider partner organisations operate must follow the regulations in the current Association of British Pharmaceutical Industry ('ABPI') Code of Practice for Pharmaceutical Industry and other relevant regulations.
- All visits by pharmaceutical industry representatives to clinical and non-clinical staff must be by appointment only and the product for discussion must be identified at the time of making the appointment.
- Samples of medicinal or nutritional products must not be sent or supplied directly to any clinical or non-clinical staff, or left on the wards or other clinical areas within any healthcare provider organisation sites. Samples will only be accepted if procured through the organisations Pharmacy department and if authorised by the appropriate governance committee (E.G Medicines Board / Drug & Therapeutics Committee).

1. INTRODUCTION

- 1.1 The prime function of the pharmaceutical industry representative is to promote and sell their products and services, and provide educational information to healthcare professionals. This function must be carried out in a proper and ethical manner and must not contravene the NHS or government policies and the Association of British Pharmaceutical Industry (ABPI) Code of Practice for the Pharmaceutical Industry and other relevant bodies.
- 1.2 Pharmaceutical Industry representatives visiting all premises from which NHS Frimley or its healthcare provider partner organisations operate must follow regulations in the current ABPI Code of Practice and other relevant regulations.
- 1.3 NHS Frimley and its healthcare provider partner organisations are committed to the provision of a service that is fair, accessible and meets the needs of all individuals.

2. SCOPE OF THE POLICY

- 2.1 The Policy applies to all pharmaceutical industry representatives who visit NHS Frimley or any of its healthcare provider partner organisation sites. The guidance applies to all employees of NHS Frimley and its healthcare provider partner organisations and any staff who are seconded to NHS Frimley and its healthcare provider partner organisations, contract and agency staff and any other individual working on NHS Frimley and its healthcare provider partner organisations premises including members of the Board and its Committees.

3. DEFINITIONS

- 3.1 Pharmaceutical industry representative: an individual, sales agency or company that promotes or sells medicinal products and represents its company.

4. PURPOSE OF THE POLICY

- 4.1 The purpose of this policy is to provide guidance to staff on the standards and processes to be followed when dealing with pharmaceutical industry representatives on any NHS Frimley and its healthcare provider partner organisations premises to ensure they work within the legal and ethical framework.

5. THE POLICY

- 5.1 Pharmaceutical industry representatives visiting all premises from which NHS Frimley and its healthcare provider partner organisations operate must follow the regulations in the current ABPI Code of Practice for Pharmaceutical Industry and other relevant regulations.
- 5.2 All visits by pharmaceutical industry representatives to medical staff, nurses, dieticians, pharmacists, other professionals allied to medicine and administrative staff must be by appointment only and the product for discussion must be identified at the time of making the appointment.
- 5.3 NHS Frimley and its healthcare provider partner organisations recognise Medical Industry Accredited credentialing of Pharmaceutical industry representatives; as this provides the assurance they have been trained and will comply with the Association of the British Pharmaceutical Industry code of conduct; and the legislation surrounding the promoting of pharmaceutical products.
- 5.4 Pharmaceutical Industry Representatives are required to be accredited by MIA and store their appointment records at <https://www.miaweb.co.uk> for any visits to NHS Frimley and its healthcare provider partner organisation sites including:
- Aldershot Centre for Health,
 - Brants Bridge, Bracknell

- Farnham Hospital
 - Fleet Hospital,
 - Frimley Park Hospital, Frimley
 - Heatherwood Hospital, Ascot
 - King Edward VII Hospital, Windsor
 - St Mark's Hospital, Maidenhead
 - Wexham Park Hospital, Slough
- 5.5 Approved staff can check the credentials of visiting industry staff to ensure they are properly qualified to engage with healthcare professionals, and enter clinical areas within if required
- 5.6 Under no circumstances are representatives to visit the wards, clinics or seek meetings with nursing staff, unless authority has been obtained from senior nursing staff. In the event senior nursing staff have authorised meetings to be conducted, this must be communicated to Pharmacy by the relevant senior nursing staff member. Similarly, medical staff should notify Pharmacy of meetings about medicines via the Formulary application process or if the information is clinically relevant to Pharmacy. It is good practice to refer the representative to Pharmacy.
- 5.7 Samples of medicinal or nutritional products must not be sent or supplied directly to medical, nursing, other healthcare professionals and non-medical staff, or left on the wards or other clinical areas within any healthcare provider organisation sites. Samples will only be accepted if procured through the organisations Pharmacy department and if authorised by the appropriate governance committee (e.g. Medicines Board / Drug & Therapeutics Committee).
- 5.8 Staff must not administer or apply any sample medicines or nutritional products obtained from pharmaceutical industry representatives, to patients under their care.
- 5.9 New medicines and nutritional products must never be given or prescribed by staff without prior approval from the appropriate governance committee (e.g. Medicines Board / Drug & Therapeutics Committee).
- 5.10 Pharmaceutical industry representatives will promptly remove from NHS Frimley or any of its healthcare provider partner organisations premises any product samples displayed at sponsored meetings. Samples should not be handed out to staff, without the permission of the NHS Frimley Medicines Optimisation Team or Senior Pharmacy management in the case of a healthcare provider site.
- 5.11 Promotional advertisements must not be displayed in patient areas.

- 5.12 Staff must also adhere to their organisations Standards of Business Conduct Policy which outlines the principles and standards of behaviour expected of staff to avoid potential conflict of interest.

6. DUTIES AND ORGANISATIONAL STRUCTURE

- 6.1 The Chief Executive Officer** has overall responsibility for the activities of NHS Frimley. The implementation and compliance with this policy is delegated to the NHS Frimley Director of Pharmacy and Medicines Optimisations.

In healthcare provider partner organisations the Chief Executive Officer has overall responsibility for the activities of the organisation. The implementation and compliance with this policy is delegated to the provider organisations Chief Pharmacist.

- 6.2 The Director of Pharmacy and Medicines Optimisation** has overall responsibility for the management of the Medicines Optimisation Team. Individual Healthcare provider organisations **Chief Pharmacist** has overall responsibility for the management of their pharmacy department.

The implementation and compliance with this policy is designated to an appropriate deputy within the Medicines Optimisation Team or to an appropriate deputy of the Chief Pharmacist in healthcare provider partner organisations.

- 6.3 The appropriate deputy** will liaise with the Medical Industry Accredited (MIA) administrator in the case of non-compliance by pharmaceutical representatives, where this is reported by NHS Frimley or any of its healthcare provider partner employees. NHS Frimley or any of its healthcare provider partner employees are responsible for using the MIA website to check that pharmaceutical representatives have registered an appointment with them.

- 6.4 Medical Industry Accredited** are responsible for ensuring registrants to the scheme have met the requirements for obtaining membership.

- 6.5 Pharmaceutical Representatives** have a responsibility to register themselves with the MIA scheme and to obtain a registration card. They must register all site visits using the MIA website, agree to the terms and conditions of this policy and present their card on arrival to the site.

7. RAISING AWARENESS / IMPLEMENTATION / TRAINING

- 7.1** All clinical and non-clinical staff will be made aware of this policy on 'Conduct of Pharmaceutical Industry Representatives on NHS Frimley or its Healthcare Provider Partner Organisations Sites Policy' through their induction and by their line manager thereafter. The responsibility for dissemination and implementation of this policy rests with all line managers who must ensure their staff are aware of the policy and their responsibilities within it.

7.2 This policy will be made available to all clinical and non-clinical staff on the NHS Frimley internet site and on healthcare provider partner organisations internet/intranet sites.

8. MONITORING COMPLIANCE OF POLICY

8.1 This policy will be monitored primarily through exception reporting via the incident system as and when an incident occurs.

9. REFERENCE

9.1 Association of British Pharmaceutical Industry (ABPI) Code of Practice for the Pharmaceutical Industry, <http://www.pmcpa.org.uk/thecode/Pages/default.aspx>

10. EQUALITY IMPACT ASSESSMENT

10.1 This policy has been analysed for impact on equality and does not have an adverse impact on any protected characteristic.

Submit to NHS Frimley Medicines Optimisation Team
[frimleyicb.prescribing@nhs.net] Medicines Board Review date
..... **Comment on proposal**

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**Approved to proceed to develop formal application by the Medicines
Optimisation Board: Yes/No**

Signed	Position
Name	Date

Appendix 3

STAGE 2 JOINT WORKING WITH THE PHARMACEUTICAL INDUSTRY BUSINESS CASE FORM

Complete form and submit recommendation for decision to the Medicines Board.

I. JOINT WORKING PROJECT SUMMARY	
1. TITLE OF PROJECT	
2. SUMMARY OF INTENDED AIMS & OBJECTIVES	
3. SUMMARY OF EXPECTED OUTCOMES	
4. NAMES OF THE PARTNER ORGANISATIONS INVOLVED IN THE JOINT WORKING ARRANGEMENT	
5. NAMES OF LEAD REPRESENTATIVES FOR EACH ORGANISATION	
6. EXACT NATURE OF THE JOINT WORKING PROPOSAL	
7. START DATE	
8. FINISH DATE	
9. EXIT STRATEGY	

II. RESOURCES AND COSTS	
1. OVERALL COST OF THE JOINT WORKING PROJECT	
2. DIRECT AND INDIRECT RESOURCES / COST COMMITMENTS BY EACH PARTNER	

3.	METHOD FOR MONITORING AND RECORDING RESOURCE AND COSTS	
II. RESOURCES AND COSTS		
4.	INFORMATION ON COST EFFECTIVENESS (Has value for money been shown?)	
5.	ARRANGEMENTS FOR LONGER TERM FUNDING IMPLICATIONS OF PROJECT (To be clear and unambiguous)	

III. GOVERNANCE ARRANGEMENTS		
1.	PARTIES CONSULTED PRIOR TO INITIATING JOINT WORKING PROJECT AND HOW CONSULTATION WAS CONDUCTED	
2.	METHOD FOR INFORMING PATIENTS OF THE JOINT WORKING PROJECT	
3.	DECISION MAKING PROCESSES WITHIN THE JOINT WORKING PROJECT (To be open and transparent)	
4.	OPERATIONAL AND MANAGEMENT ACCOUNTABILITIES (Include identified conflicts of interest)	
5.	PILOTING ARRANGEMENTS (State if this project is a pilot)	
6.	RELATIONSHIP TO EXISTING SYSTEMS OF CARE IN PRIMARY AND SECONDARY CARE SECTORS	
7.	FOR CLINICAL SERVICES, PROFESSIONAL INDEMNITY AND LIABILITY ARRANGEMENTS	
8.	WRITTEN AGREEMENT STATING OBLIGATIONS OF CONFIDENTIALITY, SECURITY STANDARDS AND LIMITS OF USE OF INFORMATION TO THE PURPOSES SPECIFIED	

IV. MONITORING AND EVALUATION

1. MANAGEMENT ARRANGEMENTS	
2. LIST DESIGNATED RESPONSIBILITY AT EACH STAGE OF THE PROPOSAL	
IV. MONITORING AND EVALUATION	
3. METHOD OF EVALUATING PATIENT BENEFITS ON COMPLETION	
4. LEARNING OPPORTUNITIES FROM THIS PROJECT	
5. AUDIT ARRANGEMENTS	
6. METHOD FOR HIGHLIGHTING SIGNIFICANT PROBLEMS	

V. DATA AND PATIENT PROTECTION	
1. LIST INTERESTS OF PARTNERS IN RELATION TO THE JOINT WORKING PROPOSAL, AND WHERE THESE COINCIDE	
2. LIST POTENTIAL CONFLICTS OF INTEREST	
3. IDENTIFY "OWNERSHIP" OF THE DATA GENERATED BY THE PROJECT	
4. DESCRIBE ACCESS ARRANGEMENTS FOR THE DATA, AND FORMAT (Bearing in mind the requirements of the Data Protection Act and patient confidentiality of healthcare records)	
5. USE DATA WILL BE PUT TO	

V. DATA AND PATIENT PROTECTION

VI. DECLARATION OF INTERESTS

YES

NO

If Yes, qualify by inserting a tick in one box in column A and one in column B

A	B
Personal <input type="checkbox"/>	Specific <input type="checkbox"/>
Non-Personal <input type="checkbox"/>	Non Specific <input type="checkbox"/>

Signature _____

Date _____

Personal implies that you (or your spouse / partner) receive direct payment for services or hold shares in the relevant company concerned or a competitor.

Non-Personal implies that your unit benefits by receiving funding from the company.

Specific implies that you have undertaken work or given advice on other products made by the relevant manufacturer.

This system is based on that used by the Commission on Human Medicines and other national drug regulatory bodies.

Appendix 4

JOINT WORKING AGREEMENT FORM

NHS Frimley

AND

Insert second party (and any others as necessary)

FOR

Insert title of joint working initiative

1. Principles governing this Joint Working agreement

The following principles and those defined in the framework for joint working will apply:

- All joint working must be for the benefit of patients;
- Joint working will be conducted in an open and transparent manner;
- Arrangements will be of mutual benefit, the principal beneficiary being the patient;
- Confidentiality of information received in the course of the arrangement will be respected and never used outside the scope of the project;
- The NHS Frimley retains overall control of the project outlined above
- All patient identifiers will be removed from data to preserve and respect patient confidentiality in line with the Data Protection Act; Patient confidentiality will be maintained at all times.
- Reports and information pertaining to the agreement / projects will not be used or published without explicit permission given by all parties;
- No data will be disclosed to any third party except on the explicit agreement of all parties;
- Joint working must not be used or seen as endorsement or promotion of any specific medicine or product;
- Pharmaceutical companies must comply with the ABPI Code of Practice for the Pharmaceutical Industry at all times;

2. Declaration of Interests

All individuals are required to complete the Conflicts of Interest Declaration Form which can be obtained from the Governance Team. Declarations of interest will be recorded and maintained by the Governance Team.

I have read and commit to the terms of the Joint Working Agreement and the framework for Joint Working.

Signed:	on behalf of:
Print name	Date
Signed	On behalf of

Print name	date
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Appendix 4

Pharmaceutical Company Sponsorship Form for Educational and Training Events

To be completed by the event organiser. Please attach details of meeting.

To (Name of Company Lead)
of (Insert company name)
Thank you for agreeing to sponsor the meeting on (Date)
Venue
Title of event:

Sponsorship is accepted on the understanding that: -

- The course organiser retains overall control of the training event
- The sponsor does not have a right to present teaching material
- Where the organiser considers additional value may be gained from a presentation by the sponsor, that the content of the material is agreed in advance of the meeting
- Where course material is provided by a pharmaceutical company, that there is no promotion of specific products (the name of the company supporting the training event is acceptable)
- The sponsor does not use the NHS Frimley contact to promote products outside the meeting
- Any stand the sponsor uses to promote products is to be outside the main meeting room where practicable
- Promotion of the education event excludes product advertisement
- Honorarium received by any speakers or chair are declared
- Attendance of the meeting by the sponsor is at the discretion of NHS Frimley course organiser and must be agreed before the meeting and disclosed. If a sponsor is attending, please indicate name below. If approved, this must be made clear to attendees and chair of meeting at the start of the meeting.

Name	Designation	Date
------	-------------	------

Please confirm that you accept the terms detailed above

Signed	Date
--------	------

Print name	Company

For NHS Frimley Use Only – Organisational approval

Submitted by: Name:
Department:
Date:
Telephone number:
Email:

Executive approval

Approved / declined (please delete as appropriate)
Director Name:
Signature:
Date:

A copy of this form should be submitted to the Governance Team at [\[email address to be inserted\]](#) to record on relevant corporate registers.

Appendix 6

NHS Frimley Medicines Optimisation Team

Questionnaire for Pharmaceutical Representatives requesting an appointment with the Medicines Optimisation Team

To help us deal with your request please could you complete the following short questionnaire. **Please complete all relevant sections and include all topics you would like to discuss.**

Date:

Name of Company

Name of representative/s to attend meeting

Email/telephone number

1. Is your request medicine specific or about service design?
2. If medicine specific please give trade and generic names of medicine
3. Is the medicine a PBR excluded drug?
4. Is the medicine a new product?
5. If new product what is the expected launch date?
6. Is this request pre-licensing of the product?
7. If no to 6 what is the licensed indication?
8. Is there a budget impact?

9. Short summary of topic/s to be discussed

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PLEASE RETURN COMPLETED FORM TO: [\[insert email address\]](#)

FOR OFFICE USE ONLY:

Date of review:	
Reviewed by:	
Appointment to be offered:	
Allocate to: (team member/s)	
Comments:	

Appendix 7

NHS Frimley

Meeting with representatives from commercial organisations

Date:	Company:
Attendees:	
Products discussed	
Points discussed	
Actions Agreed	
Actions Agreed Company	

