











Guidelines for Nurses Collaborating with Pharmaceutical Industry Representatives

Sales Representative promotes a specific product and disseminates promotional information within FDA guidelines. A sales representative is hired for their sales expertise and experience in the pharmaceutical industry.

	Think	✓ They bring the FDA-approved information
	What they can do	<ul style="list-style-type: none"> ✓ Coordinate in-services ✓ Connect you with an educator or medical science liaison ✓ Provide snacks/meals
	What they can't do	<ul style="list-style-type: none"> ✓ Talk off-label (i.e., not approved by the FDA) ✓ Give clinical advice about individual patient care
	Nursing tip	✓ They are in sales, but can be helpful contacts

Pharmaceutical Clinical Educators (Clinical Nurse Educators) educate healthcare providers (HCPs; physicians, advanced practice providers, pharmacists, and nurses) on a product's safety and efficacy, dosing and administration, and often on disease states.





Educators have a medical or nursing background, degree, license, and credentials within the health-care industry. Due to the experience of educators, they can engage in meaningful peer-to-peer discussions and provide pertinent clinical information.

	Think	✓ Strictly educational resources who understand clinical issues
	What they can do	<ul style="list-style-type: none"> ✓ Provide education to support clinicians ✓ Offer in-services and refreshers ✓ Support APHON chapters through educational dinner programs as speakers ✓ Connect you with other institutions that may be able to help you with ideas from their experiences
	What they can't do	✓ Sell products
	Nursing tip	✓ Enthusiastic champions invested in teaching how drug therapy works, troubleshooting, and patient monitoring

Clinical educators can provide both "branded" and "non-branded" education.

- "Branded" education is defined as any education that includes the name of a product (i.e., drug specific). This type of education ensures that HCPs have accurate, relevant information on treatment options that are FDA-approved and included in the manufacturer's package insert.
- "Non-branded" education is defined as educational information that is absent of any product or is not specific to any company. An example of non-branded education would be something that is related to patient care, such as infusion-related reactions.

Medical Science Liaisons are field-based professionals (often with a PharmD, PhD, or MD) within the medical affairs department of pharmaceutical companies whose primary objectives include generating, collating, evaluating, and disseminating scientific content to health care professionals. The responsibilities of medical science liaisons include non-promotional, unbiased scientific exchange with health care professionals and engagement with various internal and external shareholders.

	Think	<ul style="list-style-type: none"> ✓ Brainy back-up ✓ Call them when the questions get deep and off-label
	What they can do	<ul style="list-style-type: none"> ✓ Discuss clinical trials ✓ Handle high-level peer-to-peer scientific discussions ✓ Handle off-label scientific questions
	What they can't do	<ul style="list-style-type: none"> ✓ Sell products
	Nursing tip	<ul style="list-style-type: none"> ✓ They're science based

Tips for Local Chapters Collaborating with Pharmaceutical Representatives

- ✓ **Industry partners are a resource:** the roles and FDA rules are designed to prevent commercial bias in education and to ensure that speaker engagements are not perceived as payoffs for prescribing.
- ✓ **Ask industry representatives about their role:** Titles aren't always clear and jobs are different.
- ✓ **Know the rules:** Your hospital may have policies around industry engagement, but your APHON chapter activities outside of your hospital are not subject to the same rules. **Your institution and your APHON chapter are two separate entities.**
- ✓ When in doubt, ask your Local Chapter Liaison or APHON headquarters for support.