

**AMA Best Practice Guidelines  
For  
Use of Prescribing Data by Industry**

The guidelines are intended to provide ethical guidance to the healthcare industry, in particular manufacturers of pharmaceuticals, devices and medical equipment and their related entities and business partners, regarding the responsible use of prescribing data. The AMA encourages organizations and their representatives to adhere to these guidelines in their direct relations with physicians.

**Guideline 1:**

Understand the physician's perspective that prescribing data is personal and sensitive in nature.

**Guideline 2:**

Keep prescribing data confidential and expressly prohibit disclosure of prescribing data by sales representatives to any other party.

**Guideline 3:**

Continually reinforce that use of prescribing data to overtly pressure or coerce physicians to prescribe a particular drug is absolutely an inappropriate use.

**Guideline 4:**

Continually educate and reinforce to all employees and agents, including contract sales force organizations, the appropriate uses of prescribing data (e.g. safety notices, recalls, drug samples distribution).

**Guideline 5:**

Maintain an internal contact person to handle inquiries or grievances about your organization's use of prescribing data.

**Guideline 6:**

Based on you organization's policies, identify appropriate disciplinary actions which may be taken against individuals who misuse prescribing data.