



AMERICAN ACADEMY OF FAMILY PHYSICIANS

F O U N D A T I O N

Abstract of Study Funded with a Research Stimulation Grant in 2008

Evaluation of a Policy Prohibiting Pharmaceutical Industry Sales Representatives and Drug Samples in a Rural Oregon Family Practice Clinic (G0807RS)

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Abstract

The influence of the pharmaceutical industry on medical practice is well documented.¹ Many academic centers have implemented policies restricting the access of pharmaceutical industry representatives and drug samples. However, the impact of these policies has not been extensively evaluated. The Madras Medical Group (MMG), a small family practice clinic in rural Madras Oregon, prohibited pharmaceutical industry sales representative visits and samples beginning in January 2006. Because evidence suggests that pharmaceutical industry marketing and samples lead to the use of more expensive and potentially less evidence-based prescribing, it was believed that curtailing the interaction between clinicians and industry sales staff would have improve prescribing patterns.^{1,2} The objectives of this study are to 1) determine if implementation of this policy was associated with changes in prescribing behavior and 2) qualitatively assess the perceptions of the policy by the practice staff and clinicians. Prescribing changes will be evaluated using a segmented linear regression approach to quantify changes in rates of prescribing generic medications and average prescription costs before and after policy implementation using locally-obtained pharmacy claims data. A control group of prescribers from a geographically discrete region of the state will be drawn from the Oregon Medicaid pharmacy dataset. Clinic personnel will be interviewed using key informant interviewing techniques regarding their perceptions of the impact of the policy. Results of this project will be disseminated across Oregon through the Research Network, and supply preliminary data for future research to further explore the relationship between pharmaceutical industry interaction and prescribing.