

## ***Visiting Healthcare Professionals: Statement of Best Practice***

- Medical representatives must at all times maintain a high standard of ethical conduct in the discharge of their duties.
- Medical representatives must not employ any inducement or subterfuge to gain an interview.
- Medical representatives must ensure that the frequency, timing and duration of calls on health professionals, whether in GP practices or hospitals, together with the manner in which they are made, are acceptable to the health professionals and hospitals as appropriate and are not such as to cause inconvenience. Representatives must observe the wishes of an individual health professional, or the arrangements in force at any particular establishment. For example:
  - Be sensitive to a doctor's workload and tailor visits accordingly.
  - Ensure an appropriate interval is maintained between visits.
  - Only one representative should wait in a waiting room.
  - When appointments are sought, the wishes and day to day business customs and practices of individual health professionals must be respected. Where formal appointment systems exist, ideally only one appointment should be sought at a time. Where formal systems are not in use, representatives should follow whatever procedures are employed by the health professional for arranging visits.
  - Cancel appointments which cannot be kept giving the longest possible notice.
  - Promptly follow up on all requests and queries of health professionals.
- When organising meetings due consideration should be taken of the calendar of local medical groups.
- Appropriate business dress is essential at all times.