



No Advertising Please
Prescribers need evidence, not marketing

DOCTORS CHOOSING NOT TO SEE DRUG REPS

Attention receptionists and staff

Some doctors at this practice have decided not to see drug reps, receive drug company advertising materials and samples, or receive lunches or gifts from drug reps. This is part of the No Advertising Please campaign that encourages doctors to pledge to see no pharmaceutical representatives for at least one year.

Why not see drug representatives?

While seeing drug reps is common, the evidence suggests that, on average, doctors who see reps tend to prescribe more often, more expensively and less according to best-practice guidelines. Full details are available at www.noadvertisingplease.org

Despite doctors feeling immune from influence, pharmaceutical reps do influence doctors' prescribing, which after all is the reason they visit the practice.

Most drug starter packs are for newer, more expensive medications—the cost of the free sample will be recouped many times over by the company, because most patients then continue to receive prescriptions for the same drug.

What do we need you to do?

Please support the doctors and nurses who have chosen not to see reps or receive lunches, gifts or promotional materials. While we encourage all doctors to take the No Advertising Please pledge, it is perfectly reasonable for other doctors to continue to see pharmaceutical reps – it's an individual choice.

It may be your job to inform drug reps (and other staff) of the doctors' choice. You may wish to use lines such as:

Thankyou, but Doctor X has chosen not to see pharmaceutical representatives.

**Yes, this includes receiving lunches and gifts, sample packs, and marketing material.
Please don't leave anything for them. Have a nice day!**

Experience tells us this is not hard, nor confrontational. Most reps are polite and courteous – this is not a personal slight on them.

Your doctors—and patients—thank you for your support.