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The Physician-Pharma Relationship Learning Objectives



At the conclusion of this program, the participant will:

1. Recognize the amount of money at stake in the sale of brand-name pharmaceuticals.
2. Understand the effects of promotion on physician prescribing practices.
3. Understand the role of pharmaceutical sales representatives in interacting with prescribers.
4. Be familiar with prescription tracking and the Opt Out program.
5. Know the purpose of sampling.