

NFTHD #10: Textbooks - education or gift?

In this Notes from the Code Help Desk, we discuss how the Code views the provision of textbooks to healthcare professionals.

Let's consider this hypothetical scenario:

A healthcare professional may request some textbooks or resources that may be helpful to them in their role. A sales representative may want to proactively purchase an educational textbook for a healthcare professional customer.

Let's consider how to work through this scenario:

While the Code stipulates that companies are not to offer gifts or items which may inappropriately influence prescribing of a product, Section 3 also details that a company may provide educational material and items of value directed at a healthcare professional and/or for use with educating patients.

Textbooks for educational purposes that are relevant to the healthcare professional's area of practice would comply with this provision.

Companies should take care that the value of the textbook is appropriate, and the manner in which it is distributed could not be considered a gift or inappropriately influencing.

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