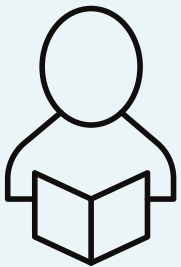


Company Representative Training

Published October 2021, revised March 2025

KEY PRINCIPLES

- Completion of the endorsed Continuing Education Program (CEP) is mandatory for sales representatives, medical science liaison officers, and any person who is directly involved in the development, review, and approval of materials and education directed at either healthcare professionals or the general public.
- Recognition of Prior Learning (RPL) may be granted for students who have met the provider's requirements.



Company employees, and anyone acting on behalf of a Company, will be trained on the Code of Conduct and maintain a high standard of ethical conduct and professionalism in the discharge of their duties.

CODE OF CONDUCT EDITION 20, OVERARCHING PRINCIPLE 4

CONTINUING EDUCATION PROGRAM (CEP)

All sales representatives entering the industry for the first time must undertake an endorsed Medicines Australia education program. The currently endorsed program is the Continuing Education Program (CEP) offered online through the University of Tasmania's Unit for Medication Outcomes Research and Education (UMORE), which is housed in the University's Pharmacy Division.

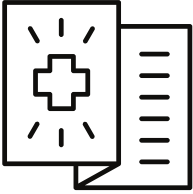
The CEP contains core programs that are designed to guide medical representatives through the information, knowledge, and skills required in the performance of their professional duties. The core programs cover the Code of Conduct, the Pharmaceutical and Healthcare industry, human anatomy and physiology, an introduction to pharmacology, as well as understanding clinical evidence and the product information.

At the introduction of a new Code of Conduct, Medicines Australia will also make available an update or refresher program. This module is not compulsory, but is strongly encouraged. Companies are encouraged to ensure that staff are aware of amendments to each edition of the Code of Conduct by completing the endorsed update module or by providing internal company training.

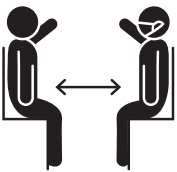
COMPLETION REQUIREMENTS



All sales representatives entering the industry for the first time are to complete all core modules. Students must enrol within the first six months of employment and complete the full program within two years of enrolment.



Any person directly involved in the development, review, and approval of promotional materials directed to healthcare professionals, or educational materials for the general public are to complete the Code of Conduct module of the CEP within the first twelve months of commencement of employment.



Any person who has direct interaction with a healthcare professional for the purpose of promoting a prescription product or providing medical or clinical education must complete the Code of Conduct module of the CEP within the first twelve months of commencement of employment.

This requirement does not include managing directors, clinical research associates, medical information, or corporate affairs personnel unless these personnel are also responsible for the development, review, and approval of promotional material and patient education material.

Parental or Extended Leave

Companies need to demonstrate that employees who take parental or extended personal leave during studying are moving through the course at an equivalent rate as ongoing full-time employees. Companies are encouraged to develop a study plan for employees to recommence their studies on return to the workforce

Contracted or part-time employees

Companies should be able to demonstrate that contracted and part-time employees are moving through the course at an equivalent rate to full-time employees.

Moving into a new role

If an employee moves into a new role where they gain responsibility for development, review, or approval of promotional material or patient educational material for the first time, they must complete the Code of Conduct module of the CEP within the first twelve months of commencing in that role.

IF IN DOUBT, REACH OUT

- Download Edition 20 of the Code of Conduct from our [website](#)
- SCAN THE QR CODE to send an email to the [Code Help Desk](#)

