



Report violations of this code of conduct,
(with details of violator - Name,
Company, Date & Time) to;
Sri Lanka Chamber of the Pharmaceutical Industry
50, Nawam Mawatha,
Colombo 2
Sri Lanka
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Tel : +94 11 5588800
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www.slcp.org

SLCPI

Sri Lanka Chamber of
the Pharmaceutical Industry

Code Of Conduct For Medical Representatives

Do's

- * Be "Professional" and reflect same in all your work, attitude, attire and manner.
- * Always uphold the image of the Company you serve. Remember you reflect your Company.
- * Always keep your Detailing bag in your possession.
- * Respect and value the customer and his or her time.
- * Present accurate current information of product/s of your Company in a responsible and an ethical manner.
- * Be ready with all the relevant facts and figures on what you present.
- * Provide genuine feedback to the Company on the use of product/s and the adverse events
- * Always remember to wear your SLCPI identity card whenever you enter a hospital or a medical institution.
- * Strictly follow and comply with the SLCPI Code of Marketing Practices and the Code of Conduct.
- * Strictly adhere and follow procedures the authorities expect you to follow when entering a hospital or any medical institution.
- * Always adhere to the time schedule stipulated either by the Director General of Health Service or by the Head of the institution or any Authorized Officer assigned by the Head of the Institution with regard to visiting the relevant institution.
- * Always respect and comply with the rules / norms enforced by the Authorities of the institution and maintain a strict discipline with regard to all matters and activities carried out in the respective institution.
- * Always be kind hearted and courteous to all the hospital staff and ensure you have a very professional approach towards all the Health Staff irrespective of the category they belong to.
- * Switch off your mobile phone when entering the hospital or the medical institution and keep it off until you leave the premises.

Don'ts

- * Don't activate/switch on your mobile phones within Health Institutions.
- * Don't smoke within all health institutions.
- * Don't enter to any health institution if you have consumed alcohol
- * Don't use inappropriate language or speak loud with your colleagues or Hospital Staff
- * Don't jump into patient's queues, unless the doctor calls you in. Be mindful of their time even if the doctor has called you halfway through his/her practice.
- * Don't occupy seats meant for patients or the staff.
- * Don't get in the way of Hospital Staff obstructing their duties.
- * Don't meet Medical Professionals in car parks and Hospital corridors.
- * Don't offer inducements to prescribers or dispensers
- * Don't make that claims you can't substantiate without evidence.
- * Don't use "Doctor" stickers on your vehicle or occupy Doctors' car parks.
- * Don't get involved in personal matters of any category of staff of the Hospital or Institutional matters and issues.
- * Don't comment on behalf of competitor brands.
- * Don't sell samples.
- * Don't behave in a way that would bring ill repute to the industry.