

Industry Representative Policy

Thank you for your interest in the Wisconsin Pharmacy Quality Collaborative (WPQC) Program. As an organization, we are excited about the involvement of over 300 pharmacies (www.pswi.org/wpqc) who provide a high level of quality patient care and pharmacy services to Wisconsin residents. As we balance priorities and support the work of the pharmacies and pharmacists in advancing pharmacy practice, we have received the following direction from the WPQC Steering Committee.

PSW/WPQC staff will not:

1. Disseminate branded and/or non-branded industry materials for education of patients or pharmacists involved in WPQC.
2. Distribute WPQC pharmacist or pharmacy specific contact information beyond the information available via the PSW website.
3. Promote industry sponsored non-CE programs (i.e. dinner programs).
4. Meet with industry representatives related to WPQC participation or involvement in WPQC related to points 1, 2, and 3.

This policy **does not prevent** individual WPQC pharmacies or pharmacists from:

1. Interacting with industry representatives. However, it is not appropriate for industry representatives to steer pharmacies towards recommending specific products that result in billable WPQC services.
2. Participating in industry sponsored educational programs (CE or non-CE)
3. Using or receiving branded or non-branded educational/guideline-based industry materials for patients or healthcare providers
4. PSW encourages pharmaceutical companies to access WPQC pharmacists and other PSW members through advertising, exhibits at PSW events and the support of PSW educational programs and conferences. Opportunities for involvement of pharmaceutical companies are available within the PSW Exhibiting and Marketing Prospectuses.

<http://www.pswi.org/Education/Exhibit>

<http://www.pswi.org/Education/Sponsorship>

Additionally, PSW offers associate membership to provide you with updates on WPQC. For more information about sponsorship, advertising, and associate membership, please contact PSW Manager of Membership & Programs, Tom Behnke (tbehnke@pswi.org).