

**POLICY:**

- I. Medical service representatives (sales representatives) may visit the facility in conjunction with their duties. Representatives are guests of the Medical Center and as such may provide services in accordance with accepted rules of conduct within the facility. Representatives are required to fulfill requirements as set forth below.
- II. Representatives shall limit their visits to providing information and servicing the account.

**PROCEDURE:**

1. To continue to provide quality patient care while enabling our staff to evaluate new products with up to date information. This will enable us to maintain our cutting edge technology for the benefit of our patients.
2. **Responsibilities**
  - 2.1 **Documentation.**
    - 2.1.1 All sales representatives must complete the Acknowledgment and Release from Liability form (Attachment A).
    - 2.1.2 All sales representatives must present a competency statement from their company outlining their expertise about the applicable product.
    - 2.1.3 All sales representatives must present current documentation of an annual TB skin test for clinical areas.
    - 2.1.4 All sales representatives must sign the Medical Service Representatives Pharmacy Addendum (Attachment B).
    - 2.1.5 All sales representatives must complete the Sales Representative Data Sheet (Attachment C).
  - 2.2 **KDMC's Policies and Procedures.**
    - 2.2.1 All sales representatives must review and be knowledgeable about KDMC's policies and procedures related to fire and electrical safety as well as patient confidentiality.
    - 2.2.2 All sales representatives must check in at the main information desk, receive a badge and then check in with the Director of Materials Management. All sales representatives are required to sign in, wear a badge and sign out. Anyone doing business after hours will be required to sign in with the Security Department. This procedure is located in the Security Management Program.
    - 2.2.3 All sales representatives will be given informational material for which they will be responsible to follow while a visitor at KDMC.
    - 2.2.4 Any sales representative who fails to comply with the requirements of this policy and/or fails to familiarize her/ himself with the applicable policies and procedures will not be permitted in the Medical Center.
  - 2.3 **Other.**
    - 2.3.1 Breaks may be taken in staff lounge. Sales representatives are not permitted in physician's lounge unless accompanied by the physician they are working with and must leave with him/her.

2.3.2 All sales representatives should have an appointment.

3. **Clinical Department Responsibilities:**

3.1 **Arrival of Sales Representative.**

- 3.1.1 As stated above, after receiving a badge, supply sales representatives must check in with the Director of Materials Management. Pharmaceutical representatives must report to the pharmacy prior to visiting any other areas of the medical center (see attachment B).
- 3.1.2 Verify that the sales representative is wearing the applicable name badge.
- 3.1.3 Assure that the sales representative follows KDMC procedures regarding proper attire, aseptic technique and standard precautions.
- 3.1.4 If a sales representative arrives at the medical center to present new equipment, prior to use of the new equipment, the approval of the Director of Materials Management as well as an ad hoc committee must be obtained.

3.2 **During Procedure.**

- 3.2.1 As a general rule, sales representatives have no "hands on" contact with patients; however, if it is necessary that a sales representative have hands-on contact with a patient or piece of equipment being utilized in connection with a patient's treatment and care, the patient must be informed and the team member notifying the patient shall document, in the medical record, that the patient was informed.
- 3.2.2 Sales representatives cannot operate equipment. All participation must be limited to verbal guidance only, the only exception being the required programming for pacemakers.
- 3.2.3 Sales representatives are to leave immediately after the procedure.
- 3.2.4 Sales representatives do not open sterile supplies onto the sterile field. All products must be given to the Circulator to open.
- 3.2.5 Sales representatives in the procedure area are to wear lead aprons and thyroid shields whenever x-ray or fluoro is being used, or leave the exposure area. It is the responsibility of the sales representatives and his or her company to provide and maintain x-ray badges. KDMC is not responsible for any exposure.

3.3 **Other.**

- 3.3.1 Sales representatives are to conduct themselves in accordance with KDMC policies and procedures. Failure to follow policies and instructions will result in a request to leave the Medical Center.
- 3.3.2 Consent: The patient will be informed of the proposed presence of a sales representative in their procedure at the discretion of the physician.

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Fred L. Jackson  
President/CEO

Attachments:           A     Acknowledgment and Release from Liability  
                              B     Medical Service Representatives Pharmacy Addendum  
                              C     Sales Representative Data Sheet

**ATTACHMENT A**

**KING'S DAUGHTERS MEDICAL CENTER ACKNOWLEDGMENT AND RELEASE FROM LIABILITY**

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I, \_\_\_\_\_ (name) hereby confirm that I am a sales representative with \_\_\_\_\_ (company name) and that I am on the premises to promote the purchase, sale and use of \_\_\_\_\_ (product name).

I acknowledge and understand that while King's Daughters Medical Center will strive to provide a safe and secure environment and that my presence at the facility will be that of an invitee. As such, I will have any and all rights and remedies associated with such status. In accordance with my status as an invitee, I hereby release King's Daughters Medical Center, its agents, employees and physicians from any and all liability for injuries that may occur as a result of open and obvious hazards on the premises.

Additional, I hereby release King's Daughters Medical Center, its agents, employees and physicians from any and all liability for injuries that may occur in connection with activities that exceed the duty of care owed to me as an invitee. I understand and agree that my presence on the premises and in the facility is for my own business benefit as well as that of the Medical Center, and as such, I may be permitted to enter areas that are not open to the general public. I understand and agree that in areas such as these, my status is not that of an invitee, and I assume any and all risks associated with my presence in these areas. Specifically, I hereby release King's Daughters Medical Center, its agents, employees and physicians from any and all injuries that may occur as a result of my involvement or participation in medical, radiological and surgical procedures. Further, I specifically release King's Daughters Medical Center, its agents, employees and physicians from any and all liability associated with any type of exposure that may occur in connection with a procedure and acknowledge that King's Daughters Medical Center is not responsible for any injury that might occur as a result. Notwithstanding the foregoing, King's Daughters Medical Center will make every effort to provide a safe environment, as provided for its own employees.

I acknowledge and understand that King's Daughters Medical Center shall have the right to remove, limit or completely prohibit my presence in the facility or my participation or involvement in a procedure if, in its sole discretion, it finds my presence, health, actions or performance is detrimental to patient well being or safety or the therapeutic or other business function of the department.

I further acknowledge receipt and understanding of King's Daughters Medical Center's policies and procedures related to fire and electrical safety as well as the Medical Center's Privacy Policy and I agree to adhere to the terms thereof. I further agree that King's Daughters Medical Center has a right to rely on my representations with respect to my understanding of the above-referenced policies and procedures.

\_\_\_\_\_  
Signature of Sales Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Corporation

\_\_\_\_\_  
Signature of Authorized Agent of Corporation

\_\_\_\_\_  
Date

**ATTACHMENT B**

**MEDICAL SERVICE REPRESENTATIVES**

**PHARMACY ADDENDUM**

Medical service representatives (sales representatives) may visit the facility in conjunction with their duties. Representatives are guests of the facility and as such may provide services in accordance with the accepted code of conduct within the facility.

Representatives MUST report to the Pharmacy Department prior to visiting other areas each time they enter the facility. They shall limit their visits to providing information and servicing their account. The Director of Pharmacy and the Clinical Manager shall see representatives by appointment only. Representatives must contact the pharmacy to arrange appointments with other departments within the Medical Center.

Solicitations, displays, and distribution of samples or other promotional materials in the medical center are prohibited without prior approval from the pharmacy. Medications that are not on formulary cannot be displayed or promoted within the facility.

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I acknowledge that I have received a copy of the Pharmacy guidelines for Medical Sales Representatives. I have read and understand the above and agree to cooperate.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Company Represented

\_\_\_\_\_  
Date

**SALES REPRESENTATIVE DATA SHEET**

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Home Address of Sales Rep.:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Phone No. (Cell):** \_\_\_\_\_

**Address of Company's Main Office:** \_\_\_\_\_

**Phone No. of Company's Main Office:** \_\_\_\_\_

**Emergency Phone No. of Company** \_\_\_\_\_

**Address of Company's Branch Office** \_\_\_\_\_

**Phone No. of Company's Main Office:** \_\_\_\_\_

**Name of District Manager:** \_\_\_\_\_

**Address of District. Manager:** \_\_\_\_\_

**Phone No. of District Manager:** \_\_\_\_\_