

PDRP: The choice is yours

It puts the prescribing data decision in the right hands. Yours.

Deciding who has access to your prescribing data should be your choice.

So, the American Medical Association's (AMA) Physician Data Restriction Program (PDRP) makes the decision yours alone. It lets you opt out of sharing prescribing data with pharmaceutical representatives, if you want. Yet it still keeps the data available to advance key public health benefits, such as timely and appropriate communication on drug recalls and evidence-based medical research.

That adds up to a comprehensive, common-sense solution.

Visit the **AMA Web site** at
www.ama-assn.org/go/prescribingdata
to learn more about **PDRP**—and
how to exercise your choice.

AMA
AMERICAN
MEDICAL
ASSOCIATION





September 2007

Dear Program Director or Institutional GME Official,

Since you have completed (or soon will complete) the National GME Census, I want to let you know about the American Medical Association (AMA) Physician Data Restriction Program (PDRP). The AMA recently introduced the PDRP to give physicians control over pharmaceutical sales representatives' access to their prescribing data. Because the release of prescribing data can be particularly sensitive, please be sure your residents are aware of this program.

The PDRP is a fair and comprehensive program that provides all physicians, including your residents/fellows, with a choice in how their prescribing data are used while ensuring that vital information on prescribing patterns continues to be available for beneficial public health purposes (such as evidence-based medical research, structured clinical trials, efficient drug recalls, and the FDA's ongoing post-approval assessment of drug benefits vs. risks).

Although the AMA does not collect, sell or have access to prescribing data, healthcare information organizations match AMA Physician Masterfile data that they have obtained data through an AMA licensing agreement to prescribing data that they have collected from pharmacies, pharmacy benefit managers, and others. These organizations then license the combination of prescribing data and the Physician Masterfile to pharmaceutical companies. Please be assured, however, that our licensing agreements give physicians the ability to exert control over how such data are used and compliance with programs, such as the PDRP, is mandated through these agreements.

This program puts control in the hands of the *individual physician* to make the decision on whether their prescribing data can be released to pharmaceutical sales representatives. To exercise the PDRP out out, obtain more information, or download a PDF version of the enclosed PDRP pamphlet, go to www.ama-assn.org/go/prescribingdata.

Information on additional AMA Masterfile restriction categories, their impact on release of information, and instructions on requesting a restriction on a record are all outlined in the Privacy Statement available on the AMA's web site at www.ama-assn.org/go/dblprivacy.

For over a century, the AMA has been recognized as a trusted source of physician practice, licensure, and medical education data and a leader in developing and disseminating residency guidelines that enhance patient care and improve physician education. For example, along with the AAMC, the AMA tracks resident training and career paths via the GME Census. Such data are used for credential verification purposes as well as mailing lists by medically related companies. The AMA licenses these data to prevent fraud and abuse, for studies of physician workforce and to verify physicians' credentials in accordance with the standards of accreditation organizations. Also, such data can assist government officials in credentialing physicians during national disasters like Sept. 11 and Hurricane Katrina.

Should you or your residents have any questions please do not hesitate to contact me at (312) 464-5318 or via email at patience.shoulders@ama-assn.org.

Sincerely,

A handwritten signature in black ink, appearing to read "PJ Shoulders", with a long horizontal flourish extending to the right.

PJ Shoulders
Director, Department of Physician Certification and Verification Services

Enclosure