[DOH DEPARTMENT MEMORANDUM NO. 98, S. 2004, September 21, 2004]

GUIDELINES ENHANCING INFORMATIONAL TRANSPARENCY ON THE TRANSACTIONAL VISITS OF SALES AND MEDICAL REPRESENTATIVES IN ALL DOH FACILITIES

I. RATIONALE

Republic Act (RA) No. 6675 also known as the Generics Act of 1988 provides that it is the policy of the State to encourage the extensive use of drugs with generic names through a rational system or procurement and distribution.

Generic Name or Generic Terminology is the identification of drugs and medicines by their scientifically and internationally recognized active ingredients or by their official generic name as determined by the Bureau of Food and Drugs of the Department of Health.

RA No. 6675 further provides that all government health agencies and their personnel as well as other government agencies shall use generic terminology or generic names in all transactions related to purchasing, prescribing, dispensing, and administering of drugs and medicines.

Administrative Order No. 51 series of 1988 entitled, "Implementing Guidelines for Department of Health Compliance with Republic Act 6675 (Generics Act of 1988)," provides that all prescriptions and orders and medicines in Department of Health (DOH) facilities shall be specified in generic terminology and that all written orders the generic name of the active ingredient shall be stated.

Also stated in the preceding issuance is the requirement for all Heads of agencies to plan and undertake promotional activities among the personnel and professionals under them.

Considering that arguments were raised regarding the marketing and promotional activities of certain private firms that allegedly undermined the end-states of the RA No. 6675, the DOH as the assigned Agency to craft rules and regulations to effectively implement the said law hereby sets the following preventive, interventions to practices that may influence the Government physicians' propensity to prescribe.

II. OBJECTIVES

The Objectives of this Order are the following: