

Psychiatric Nursing and the pharmacy industry: the REAL COST of a free lunch?

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Can nurses influence prescribing?

- Request a prescription for person
- Recommend a particular drug to junior doctor
- Encourage people to take medication
- Give medication against persons wishes
- Provide services users/family with information about medication and 'biochemical theories of action'
- Nurse prescribers

Mental Health Nursing Conference



Nurse and Midwifery Prescribing conference

Higgins, A



Vetting of presentations

Next steps – Should you agree to presenting

We will need to **approve internally** any materials that will be presented on the day, in accordance with company policy. Therefore a copy of your presentation will need to be sent in for review by the DATE. This will be then uploaded prior to the meeting to facilitate efficiency on the day.



Solution for wellness



‘The SFW programme is funded by Eli Lilly & Co (Ireland)’.

Gifts

Health care environment becomes
as source of advertising



Education sessions within services



Journals



Adding to vulnerability

- Education lacking
 - Marketing psychology and strategies
 - Ethical issues surrounding relationship with pharmacy industry
- Professional guidelines

The Code of Professional Conduct



An Bord Altranais
(The Nursing Board)

*The Code of Professional Conduct for each Nurse and Midwife
April 2000*

‘The nurse should not accept any gifts or favours from **patients/service-users** which could be reasonably be interpreted as seeking to exert undue influence or to obtain preferential treatment’

(An Bord Altranais, 2000)

Research: what do nurses have to say?

- Use information published by drug companies as source of education
- High perceived ability to recognise and evaluate misleading or biased information
- PR should be allowed meet clinical teams and be involved in education

(Ashmore et al 2007; Julet and Merkes, 2009 Laddet et al 2010)



Rational

- Nurses are professional enough to accept funding without ethical compromise
- Do not prescribe so can not influence
- Lack of funding to support education
- Save the health service money
- Doctors do it so why not 'us'
- It 's ok to accept small things!!!



Should we be concerned?

Do nurses have a responsibility **not to enhance** the view that the pharmacy industry is a caring, benign benefactor and be more critical of the real cost of the free lunch ?????





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THANK YOU

Prof Agnes Higgins

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