



The AMA Physician Data Restriction Program

An overview

The program

- The American Medical Association (AMA) Physician Data Restriction Program (PDRP) offers physicians the option to withhold their prescribing data from pharmaceutical sales representatives. The PDRP allows physicians to make an individual choice about the accessibility of their prescribing data and is the only program of its kind.
- The AMA conducted a Gallup survey of physician attitudes regarding the use of physician prescribing data by pharmaceutical companies. The survey found that the majority (84 percent) of physicians said either they were not concerned about the release of prescribing data or that the ability to opt out of the release of their data to pharmaceutical sales representatives would alleviate their concerns. In response to these findings, the AMA created the PDRP.
- Enrollment in the PDRP is simple and convenient. Physicians can register online or by phone. The restriction is retained unless physicians elect at a later date to remove their registration in the program.
- The AMA sent PDRP information to approximately 500,000 individual physicians in each of the last three years. Since its inception, PDRP has been advertised in medical and specialty journals and has been featured in AMA electronic vehicles numerous times.

Physician response

- As of June 2011, more than 28,000 physicians have registered for the PDRP since the program's inception in July 2006.
- An AMA survey found 96 percent of the physicians that expressed an opinion on PDRP were either satisfied or very satisfied with the program.
- The PDRP is offered and promoted to all physicians, both AMA members and nonmembers. Approximately 75 percent of the physicians enrolled in PDRP are nonmembers.

PDRP enforcement

- The PDRP also allows physicians to register complaints against sales representatives or pharmaceutical companies who they believe are using their prescribing data inappropriately.
- The AMA holds licensing contracts that require pharmaceutical companies to honor PDRP physician opt outs. Companies found to be in violation could lose access to AMA data altogether, as well as the prescribing data attached to it by health care information organizations.

Physician access to prescribing data

- The PDRP allows physician prescribing data to remain available for programs such as AMA Therapeutic Insights through which physicians from participating states can access their own individual prescribing information for selected disease topics.

Visit ama-assn.org/go/prescribingdata to learn more about PDRP.