



**ALLEGHENY COUNTY
MEDICAL SOCIETY**

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Letter to the Editor
Pittsburgh Post-Gazette
34 Boulevard of the Allies
Pittsburgh, PA 15222

Dear Editor:

Thank you for Ann Belser's March 31 article, "Changing the Script," which briefly discussed the issue of pharmaceutical companies marketing programs and gifts to physicians to seek to promote products.

While we may laugh about banning the distribution of pens and notepads, the real issue is that physicians are expected to, and should be held to, a higher standard of professional conduct. Our patients deserve our adherence to an ethical standard that assures them of our responsibility to care for them, to place their interests first, and to be their advocate in a complicated and not always "patient-oriented" world.

The Allegheny County Medical Society supports a clearly defined, limited and transparent reporting of business relationships with physicians. We respectfully suggest that similar standards be considered for other business relationships concerning health care.

Sincerely,

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