



## PacificSource Health Plans

### Written Testimony in Opposition to SB 164

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Chair Monnes-Anderson and members of the Senate Health Care Committee,

Thank you for the opportunity to share our concerns regarding SB 164, which imposes overly restrictive regulation of 'Academic Detailing' by requiring that all content communicated to prescribers through academic detailing, be held to standards equivalent to those that the United States Food and Drug Administration applies to communications from pharmaceutical companies regarding brand-name prescription drugs.

We believe there's a significant distinction between providing education and information intended to drive better patient care and lower costs - and marketing a product. Academic Detailing is defined as providing evidence-based information through education or outreach, to guide drug therapy and prescribing decisions by pharmaceutical prescribers and dispensers. As proposed, the bill would apply to clinicians and institutions that currently provide community-based education to prescribers in order to ensure provision of health care services is of the highest quality and lowest cost. This increased regulatory standard would be imposed within the context of one-on-one meetings with prescribers as well as Continuing Education seminars where prescribers often receive up-to-date information about the latest healthcare trends. The clinicians who would be most affected by this regulation work for academic institutions, health plans, IPA's, CCO's and other small, non-profit committees whose sole focus is to improve patient care.

Passage of this bill would effectively disallow communication of unpublished real-world data from local markets. This is the information most relevant to our prescribers today. This is the information that communicates "how are my prescribing patterns impacting the health of my patients in this community", "how much are the medications that I prescribe costing the healthcare system" and "as a doctor, how do I compare to my peers when it comes to taking care of my patients". These are the kinds of questions PacificSource is trying to answer when we meet with the leaders of our local IPA, when we are working with the leaders of our contracted person centered primary care homes and when our CCO's psychopharmacology committee meets with local Mental Health providers. To limit prescriber education to peer-reviewed literature and published clinical trials, as with the FDA standards, would severely jeopardize the ability of prescribers to attain relevant, *local* information about the quality and cost of care that they are providing. We believe this is unnecessary censorship of clinicians and is inconsistent with the Triple Aim and the work of our CCO's.

We urge you to oppose SB 164.

Thank you.

#### About PacificSource Health Plans

PacificSource Health Plans is an independent, not-for-profit community health plan serving the Northwest. Founded in 1933, PacificSource is based in Eugene, Oregon, with local offices throughout Oregon and in Idaho and Montana. The PacificSource family of companies employs 700 people, serves more than 300,000 individuals, and has 6,200 employer clients throughout the Northwest. PacificSource Community Solutions, Inc. is a subsidiary of PacificSource Health Plans and is the Coordinated Care Organization in Central Oregon and the Gorge. You are welcome to contact **Ken Provencher**, President and CEO, at (541) 684-5286 or (800) 624-6052, ext. 2286, or by e-mail at [kprovencher@pacificsource.com](mailto:kprovencher@pacificsource.com), or **Marian Blankenship**, Director of Government Relations/Executive Director of the Charitable Foundation at (541) 684-5221, or by e-mail at [mblankenship@pacificsource.com](mailto:mblankenship@pacificsource.com).

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