

Date: October 27, 2008

To: Staff of UPMC Outpatient Clinical Sites
Physician Offices, Hospital-Based Clinics and Pharmacies

From: UPMC Drug Sample Steering Committee

Re: Announcing UPMC eSample Center launch

As you are aware, UPMC, in cooperation with the University of Pittsburgh Schools of Health Sciences, implemented a revised Industry Relations Policy in February 2008. The policy calls for strict management of medication samples with a focus on patient safety in all UPMC-owned physician offices, hospital-based clinics, and outpatient pharmacies.

In late June 2008, we advised you that UPMC had initiated development of an innovative new system, the UPMC eSample Center, for distributing drug samples to its practitioners. The UPMC eSample Center will allow eligible physicians to order available samples, vouchers, and coupons via a Web-based service, with delivery directly to the clinical practice site within three to six business days.

The UPMC eSample Center will be launched on Tuesday, November 4, 2008. Several pharmaceutical companies have already agreed to participate in this exciting program. Each participating manufacturer has made their samples available to the physicians of their choice. After the initial launch, the opportunity remains for additional manufacturer enrollment on a continuing basis. Manufacturers who have chosen not to take advantage of the UPMC eSample Center opportunity will no longer be permitted to provide samples to UPMC physicians after April 1, 2009.

All UPMC physicians with their own DEA number have been granted eligibility to use the eSample Center. Utilizing the eSample Center is as simple as accessing the login link on the eSample Center section of the Industry Relations page on Infonet (<http://industryrelations.infonet.upmc.com/eSample.htm>) and acknowledging your responsibility for sample management requirements. Office staff may assist with use of the application, but the eligible physician must be logged on to the computer being used. First-time users will be required to complete a registration page, while returning users will be taken directly into their personalized "closet." The system will recognize a returning user by the e-mail address associated with his or her network computer login.

For additional information, please refer to the FAQ page that is attached to this document. The FAQ and a brief tutorial are also available from the UPMC eSample Center webpage. The login link will be available November 4, 2008.

If your clinical practice site has previously OPTED OUT, you may choose to OPT IN and indicate your desire to re-start your sample program by accepting the terms and conditions of sample management. Assistance with recordkeeping requirements is available.

The UPMC eSample Center will become the exclusive mechanism for medication sampling on the UPMC campuses as of April 1, 2009. Pharmaceutical representatives will still be able to access the clinical practice site to provide information and other value-added services only by appointment.

Information gathered from the initial phase will be critical to refining the solution and expanding its functionality, ensuring its value over the long term. The UPMC eSample Center is expected to benefit the complete value chain by offering continued availability of medication samples through a neutral platform that continues the goal of insulating patient care decisions from marketing activities by industry.

Thank you in advance for your interest and support.

UPMC Drug Sample Steering Committee

Kelley A. Wasicek, RPh
Project Manager
UPMC eSample Center
200 Lothrop St., Suite G-119
Pittsburgh, PA 15213
412-647-0541
wasicekka@upmc.edu

Fred A. Cipriani
Coordinator
UPMC eSample Center
H.C. Pharmacy, Inc.
3175 East Carson St.
Pittsburgh, PA 15203
412-605-1490
ciprianifa@upmc.edu

attachment: UPMC eSample Center FAQ