

Vermont State

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Dental Society

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"Vermont Prohibition on Product Samples - Includes Dentists"

There are now new restrictions related to the marketing efforts of manufacturers of prescribed products or distributors of medical devices to certain health care providers, including dentists. The new restrictions, such as the distribution of certain samples, build on last year's comprehensive law that prohibits such manufacturers and distributors to offer or give any gift to a health care provider. A gift means anything of value given for free and will include, for example, any payment, food, entertainment, travel or subscriptions. The law also requires manufacturers and distributors to make certain disclosures related to their marketing efforts to the Office of the Attorney General. In some instances, the names of the recipients of those marketing efforts are required to be disclosed. The Attorney General's Office has published a Guide to provide additional information related to the law and required disclosures. It can be found at the following web address: <http://www.atg.state.vt.us/assets/files/Guide%20To%20Vermonts%20Prescribed%20Products%20Gift%20Ban%20And%20Disclosure%20Law%20For%20FY11%20Disclosures.pdf> For specific questions related to the law, please consult with your legal advisor.

However, one exemption defined under law allows payments for the sponsorships of educational, medical, scientific or policy-making seminars, such as may be offered by the Vermont State Dental Society.
