

## Interactions with Pharmaceutical Representatives

At the completion of the seminar the resident will be able to:

1. Appreciate the considerable impact on our prescribing behaviour that these interactions may have.
2. Be familiar with the CMA policy (“Guidelines for Physicians in Interactions with Industry”) and the ethical issues in this area.
3. Use this understanding to appropriately navigate challenging scenarios in practice management and patient care.

*Feedback and suggested modifications for these objectives are encouraged after each session. Please direct your comments to your site Curriculum Coordinator.*