
Medical Representative Certification Commission established to improve patient care, set national standards

Voluntary, independent certification of medical representatives will demonstrate credibility and professional commitment

Roanoke, Va. (May 11, 2009)--The **Medical Representatives Certification Commission (MRCC)**, an independent, not-for-profit, 501(c)3 organization, announced today that it has been established to improve patient outcomes through voluntary, nationwide examination and certification of medical representatives. The MRCC, guided by a national board of commissioners, will establish and maintain the standards of professional competency and ethical conduct for medical representatives through in-depth job analysis and research, the definition of certification criteria, and the identification of continuing education and re-certification requirements necessary to maintain certification.

The MRCC will establish nationwide professional competency standards in key knowledge areas considered vital to the critical information exchange between clinicians and medical representatives -- *any representative of a pharmaceutical, biotech, medical device or diagnostic manufacturer who communicates with healthcare professionals about the use of their products in patient care*. Preliminary research finds that physicians want representatives with demonstrated competency in science, medicine, anatomy, pharmacology, disease state management, evidence-based medicine, outcomes management, ethics and compliance.

"The ultimate goal of MRCC is to improve patient care by validating the professional competency of representatives and the role they play in the healthcare continuum," says Sharon Lustig, executive director of MRCC. "MRCC's certification will meet established and widely-accepted guidelines for psychometrically valid examinations and certification processes, assuring all stakeholders that representatives validated through MRCC will offer increased value and have earned well-placed trust."

"By voluntarily elevating and certifying the level of knowledge attained, representatives publicly demonstrate greater commitment, accountability, and credibility, thus making themselves a better resource to clinicians -- ultimately helping to improve patient compliance and overall healthcare outcomes," says Joseph Green, PhD, Chief Learning Officer and Senior Vice President for Education and Professional Development, American College of Cardiology. As past president of the Alliance for Continuing Medical Education, Dr. Green has extensive experience in establishing educational standards and is serving as a special advisor to the MRCC.

The Commissioners of MRCC include physicians, health system administrators, academic healthcare leaders, educators, leaders in the medical and pharmacy communities, and directors of the nation's largest physician specialty groups. These esteemed, accomplished individuals all have experience in developing or expanding competency standards and educational requirements within their profession or discipline and desire to reinforce the professionalism of the medical representative as a valued contributor to the healthcare continuum and the improvement of patient outcomes. Fourteen commissioners have been seated including:

Lyle Bootman, PhD, ScD – Chair, MRCC

Dean, College of Pharmacy and Professor of Pharmacy, Medicine, and Public Health, University of Arizona;
Founding and Executive Director of the University of Arizona Center for Health Outcomes; Member of the Institute of Medicine of the National Academies; Past President of the American Pharmacists Association.

Mohammed Akhter, MD, MPH

Executive Director, National Medical Association; former Executive Director, American Public Health Association; recently served Howard University's College of Medicine as Professor of Community Health and Chairman of the President's Advisory Council on Public Health, as well as Senior Associate Dean for Public and International Health; former Senior Advisor to the Secretary of the U.S. Department of Health and Human Services.

Kendall S. Allred, MD, MPH

Resident in Emergency Medicine at University of California San Francisco (UCSF) – San Francisco General Hospital; served as the Vice-Chair of the American Medical Association (AMA) Medical Student Section; served on the AMA Board of Trustees 2008-2009.

Bill Ashton, MEd

Interim Dean, Mayes College of Healthcare Business and Policy and Associate Professor, University of the Sciences in Philadelphia; former VP of Commercial Affairs and Reimbursement and VP of Sales for Amgen.

Philip Dombrowski, MBA

President and CEO of Annenberg Center of Health Sciences at Eisenhower; Past Executive Director for the Transplantation Society; Former Senior EVP with Thomson Physicians World and Physicians World Communications Group.

Melvin I. Freeman, MD, FACS

Research Scientist, and Emeritus Director, Continuing Medical Education, Benaroya Research Institute, Virginia Mason Medical Center, Seattle, Washington; Emeritus Clinical Professor of Ophthalmology, University of Washington School of Medicine; Vice-Chair, Washington State Medical Association's CME Committee.

Harry Gallis, MD, FACP

Former Director of Charlotte AHEC at Carolinas HealthCare System; former member of Duke University School of Medicine Faculty; former Director of Duke University CME; Former member of Conjoint Committee on CME; Past President for the Alliance of CME; Consultant in continuing medical education .

William Gouveia, MSC, DHL, FASHP

President, Accreditation Council for Pharmacy Education; Senior Contributing Editor, American Journal of Health-System Pharmacy; Associate Professor of Medicine, Tufts University School of Medicine; Adjunct Clinical Professor, Northeastern University School of Pharmacy.

Marcia J. Jackson, PhD, FACME

Former Senior EVP, American College of Cardiology; former Director, Center for Instructional Development and Evaluation, University of Maryland University College; and former President of the Alliance for Continuing Medical Education; Owner and President, CME by Design.

Jim Kellam, MD

Vice Chairman, Dept of Orthopedic Surgery, Director of Orthopedic Trauma and Education, Carolinas Medical Center, Charlotte, NC; Editor, *Dialogue*; Past President, Orthopedic Trauma Association ; Past President, AO Foundation.

Marian Osterweis, PhD

Consultant and National Expert on Health Education, Healthcare Delivery and Public Policy; Senior Fellow, American Association of Colleges and Universities; Former EVP and COO, Association of Academic Health Centers; former Associate Executive Director for Program, Institute of Medicine of the National Academies.

Elena V. Rios, MD, MSPH

President and CEO of the National Hispanic Medical Association, and President of NHMA's National Hispanic Health Foundation affiliated with the Robert F. Wagner Graduate School of Public Service, New York University; former Advisor for Regional and Minority Women's Health, U.S. Dept. of Health and Human Services.

Lucy Rose, PA, MBA

National Expert on Regulations and Compliance and President, Lucy Rose and Associates; Former Director of the Office of Training and Communications for the Center for Drug Evaluation and Research, and CDER's Division of Drug Marketing, Advertising and Communications at the Food and Drug Administration.

Rebecca P. Snead, R Ph

EVP and CEO, National Alliance of State Pharmacy Associations; Member, Board of Directors for the Pharmacy Quality Alliance, and Chair of the Patient Safety Workgroup 2006-07; current member and Chair (2008) of the Advisory Panel on Medicare Education; former Executive Director, Virginia Pharmacists Association.

Commissioners' employers or other affiliations do not necessarily endorse the work of the MRCC.

Initial national certification examination is scheduled to be offered in the first quarter of 2010.

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The Medical Representative Certification Commission (MRCC) was established as an independent, not-for-profit, 501(c)3 organization to recognize, by certification, those medical representatives who demonstrate competencies set forth by the Certification Commission and who are confirmed by assessment and examination. It is the vision of MRCC to improve patient outcomes by certifying the professional competency of all medical representatives -- any representative of a pharmaceutical, biotech, medical device and diagnostic manufacturer who communicates with healthcare professionals about the use of their products in patient care. To learn more about MRCC, visit www.mrccommission.org.