



Ban on medical representatives in Government hospitals

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Department of Health & Family Welfare has informed that as per their Office Order dated 12th May 2023 and 28th May 2025, issued by the Directorate General of Health Services, it has been communicated that Medical Representatives are not permitted in Central Government Hospitals. The purpose of curbing frequent visits of medical representatives in Government hospitals is to prevent any unethical marketing practices.

Department of Health & Family Welfare has informed that doctors receive information about new treatments, investigations, or procedures from medical representatives through email, other digital media or in Continuing Medical Education (CME) & conferences. This move aligns with broader efforts to regulate pharmaceutical marketing practices and reduce unethical activities.

This information was given by Minister of State for Chemicals and Fertilizers, Smt. Anupriya Patel, in a written reply in the Rajya Sabha today.

PC/PM

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