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## **DOCTORS' ORDERS AND LICENSED DRUG REPS**

IF PHYSICIANS need to be protected from dollar-driven sales reps, then perhaps consumers deserve protection from reimbursement-driven doctors. Any doctor who would base a medical decision on a gift should lose his or her license. But is there any evidence that this happens? No? Well, I propose that every doctor should have to annually declare the value of every gift, and that this report should be examined alongside another report on patient outcomes. If those physicians who accept more gifts also deliver better patient outcomes, then perhaps the pharmaceutical salespeople should be required to lavish more gifts in order to renew their Massachusetts licenses.

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