



For Immediate Release

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A call for member support:

PMRG partners with like-minded market research association to amend California bill that threatens our shared industry—and invites all PMRG members to join in supporting these efforts by contacting their California representatives

Minneola, Fla.—PMRG has recently established a partnership with The Insights Association (the organization recently formed by the merger of CASRO and MRA) to advocate for the amendment of California Senate Bill S.B. 790 (Health care providers: gifts and benefits). This bill, as currently written, would outlaw the payment of honoraria to healthcare professionals by market research companies. The bill has passed in the California Senate and moved to the State Assembly. Should it pass through the State Assembly and be signed into law by Governor Jerry Brown, the healthcare market research industry will be severely impaired.

“As with similar past bills at the federal and state level aimed at increasing transparency in health care and limiting financial incentives for physicians to prescribe specific products, PMRG agrees with the overall intentions of this bill,” explains PMRG Executive Director Stephanie Reynders. “However, market research is not aimed at influencing physicians, but at understanding their perspectives to identify unmet needs for treating and curing disease—a critical and ongoing service that benefits providers, patients, and our overall healthcare system.”

PMRG and Insights Association have drafted an amendment to the bill that will exempt legitimate research and the payment of honoraria for research purposes. The associations have further hired a lobbying firm help secure this proposed amendment, and will be sharing the cost of this effort. Member support is also needed to strengthen the impact of these efforts. **If you conduct business in California, please write to your State Assembly Members on the importance of preserving the right to conduct research in California. Find your representatives at assembly.ca.gov.**

“PMRG has a demonstrated history of strong, successful advocacy on behalf of the healthcare marketing research industry,” Reynders adds, citing the association’s decisive role in helping to craft the federal government’s 2010 Physician Payment Sunshine Act, which became part of the larger Patient Protection and Affordable Care Act, to safeguard the anonymity of physician respondents taking part in market research surveys. “Since the creation of PMRG’s government affairs committee in 2009, we’ve drawn on the power of our collective knowledge to influence relevant policy and help ensure that market research professionals can continue to make important contributions to health care. We will continue to do so as industry regulations tighten and health care reform continues to evolve.”

To view the full S.B. 790 bill as it is currently presented, [click here](#).

To find out more about how you can help support these efforts, please contact Stephanie Reynders at stephanie@pmrg.org.

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About PMRG

PMRG is the premiere nonprofit healthcare marketing research professional association serving U.S. and global client researchers and service providers representing pharmaceuticals, biologics, medical/surgical device and diagnostics.

PMRG advances the principles, practice and power of healthcare marketing research by providing a year-round community that both supports individual professional development and advocates for the profession as a whole.

For more information on PMRG, visit our web site at www.pmrg.org or contact Kimberly Murphy, Director of Marketing & Membership, at kim@pmrg.org.

About The Insights Association

Launched in 2017, the Insights Association was formed through the merger of two organizations with long, respected histories of servicing the market research and analytics industry: CASRO (founded in 1975) and MRA (founded in 1957). The result is a new, larger and more connected association with a unified, coordinated and higher profile voice, aligned in mission and message, and ultimately more effective at advancing the industry and profession in which we all share an abiding passion.

The Insights Association strives to effectively represent, advance, and grow the research profession and industry. For more information, visit our web site at www.insightsassociation.org.