

## The Impact of Code of Conduct on Medical Representative's Behavior in Saudi Arabia

mohammad ziad alkfaween<sup>1</sup>, DR Mohd Saiful Saadon<sup>1</sup>, Qais Albtoosh<sup>1</sup>, Yahia Alqaisi<sup>1</sup>, Yahia Alajaleen<sup>1</sup>

<sup>1</sup>Universiti Malaysia Terengganu

Email ID : [mohdkafaween86@gmail.com](mailto:mohdkafaween86@gmail.com)

Email ID : [saifulsaadon@gmail.com](mailto:saifulsaadon@gmail.com)

Email ID: [Qbtoush@gmail.com](mailto:Qbtoush@gmail.com)

Email ID: [yahia\\_alqaise@yahoo.com](mailto:yahia_alqaise@yahoo.com)

Email ID : [Yahia.ajaleen@yahoo.com](mailto:Yahia.ajaleen@yahoo.com)

### ABSTRACT

This study objectives to achieve several goals that contribute to understanding the impact of codes of conduct on the medical representative's behavior in the Kingdom of Saudi Arabia, And so the study seeks to understand the impact of codes of conduct on behaviour Medical representative. And understand the nature of the effect Code of conduct applied by medical institutions in the Kingdom of Saudi Arabia on the level of behavior of the medical representative from where Credibility of: the medical representative - Prescribing practices - Pharmaceutical and medical promotion - Healthcare providers' and physicians' reliance on medical representatives as sources of information about medicines/products. The literature on codes of conduct and medical representative behavior will be reviewed to determine the relationship between them Medical companies in Kingdom, and the descriptive analytical research method was adopted for the benefit of the current study.

The results revealed, the following:

That Code of conduct affects the behavior of the medical representative in Saudi Arabia, It showed a statistically significant effect Between rules of conduct and improvement behavior of the medical representative, on average arithmetic (2.29) and deviation normative(0.835) at a significant level (0.05).

It is also clear that the general averagea For Dimensions sreached its value (2.21) , the value is high On a Likert scale.

In first order The sentence (The medical representative negotiates And up to contract with Healthcare providers and doctors to increase Their reliance on Medicines/ products Which he promotes)came died arithmetic mean (2.38) and standard deviation (0.754), In the last order The sentence (The honesty and accuracy of the medical representative regarding the prices, type and quality of medical products and the promises he makes) came on average aArithmetic (1.97) and deviation normative (0.880)..

### INTRODUCTION:

Medical representatives and other healthcare professionals play a key role in prescribing appropriate medications and ensuring they are used correctly. Due to growing concerns about drug safety, had become there has been an emphasis on the relationship between healthcare professionals and the pharmaceutical industry in recent years, in particular the influence of the pharmaceutical industry on prescribing decisions due to different promotional approaches that may influence prescribing patterns.

Pharmaceutical companies spend more than a third of their sales revenue on marketing and promotion to retain and maximize market share. Companies use many effective methods to promote their products. Pharmaceutical representatives (PRs) promote a pharmaceutical company's products through informational messages, usually through one-on-one interaction with health care providers, with the goal of

increasing the company's sales. It is an important promotional tool for pharmaceutical companies, and the influence of salespeople on physicians' prescribing behavior is well documented in the literature. Where it usually is Physicians who have frequent contact with pharmaceutical representatives are more willing to prescribe new medications and tend not to terminate consultations once patients have been counseled.

Medical representatives in Saudi Arabia are mostly pharmacists working in multinational and generic companies including local manufacturers. They promote their products in the medical sector to both doctors and pharmacists. In general, the role of medical representatives in the private sector influences the rational prescribing of medicines in both the medical sector. That is, it affects Medical representative's behavior in medical promotion Products medical, Depending on the beliefs and practices of these actors and their professional practices.

Code of conduct refers to a set of rules that define standards, responsibilities, and correct practices for individuals, groups, or the organization as a whole. The Code of Conduct relates to concepts that include (but are not limited to) honor, ethics, integrity, ethical behaviours, management of stakeholders, corruption and confidentiality. This increases Adjust Behavior of the medical representative. Conversely, if the rules of conduct For the medical representative Negatively, this is likely to negatively affect the rating Behavior of the medical representative.

Therefore, this study objectives to explore and understand the impact of codes of conduct on the medical representative's behavior in the Kingdom of Saudi Arabia. We will focus on analyzing the relationship application Code of Conduct In medical companies, And the extent of its impact on the behavior of the medical representative. We will also study the factors affect in application Code of conduct for medical representative, And how it affects the evaluation of the behavior of the medical representative In the Kingdom. The findings and recommendations of this study will be used to enhance our understanding of the role of codes of conduct in the behavior of the medical representative in the Kingdom of Saudi Arabia, thus supporting continuous development and improvement in this vital market, which is the medical sector market.

#### **the study Problem:**

Ethical behavior in the market is of paramount importance to medical representatives and first- and second-line managers in their pharmaceutical companies, a concern that reflects both human resources and economic issues. And for to maintain ethical sales practices For the medical example occasionally, may be commitment medical representative By the rules of conduct invisible, Due to targeted sales pressures, competition and ethical dilemmas faced in daily decision-making in the market. Hence, it is the responsibility of the relevant HR staff, training managers or regional managers, within Medical companies and others Responsibility for determining the most effective means of disseminating information and creating expectations about ethical behaviour through training programs on codes of conduct. Especially since the studies indicate that the largest percentage of the sales force they feel That their organizations should do what is ethically and morally right, not just what is profitable for the organization. In light of the contemporary business environment, we find that Not sufficient to ensure ethical behavior of employees Sales in the organization, and that Behaviors Individualism is easily influenced by formal organizational structure and corporate codes of conduct. The research problem stems from crossing from the theoretical and conceptual aspects of this topic to practical induction and analysis of the impact of rules of conduct on the behavior of representatives or representatives of medical companies in Kingdom of Saudi Arabia.

And it has a statement Studies that Medical representatives of Medical companies, They usually mention the indications of their products but in the vast majority of visits they did not spontaneously provide information about prices, side effects or contra

indications. To improve promotional information, corrective actions are needed to correct the content, nature and quality of promotional messages rather than stopping communication altogether. Therefore, the study problem can be formulated in the following main question:

#### **What The impact of codes of conduct on the medical representative's behavior in the Kingdom of Saudi Arabia?**

##### **research importance:**

Studying the impact of codes of conduct on the medical representative's behavior in the Kingdom of Saudi Arabia is of great importance, for the following reasons:

##### **Enhancing the behavior of the medical representative:**

The behavior of the medical representative is one of the most important indicators of the success of any medical institution, when Be behaviour Medical representative output About the rules of conduct that you apply medical companies, Their level of satisfaction increases On the level of medical services provided by the medical representative, And it increases The degree of their moral and material appreciation for these representatives, which leads to Their loyalty to The company they work for, And then it increases Their desire to put in more effort and time.

##### **Improve reputation Company products:**

Positive codes of conduct contribute to Medical representative in building hearing For the products/ services/ medical devices that it promotes, And enhance his position in the medicine market in Kingdom of Saudi Arabia. When creating a positive perception of medical institutions in the Kingdom About the company and its products This may increase reliability and trust In the medical representative.

##### **Directing improvements and development:**

By understanding the impact of image on the code of conduct and behavior of the medical representative, Saudi Arabia can identify weak points and improve aspects of service that may negatively affect the image of medical institutions in the Kingdom. Hence, future improvements and developments can be directed to strengthening the code of conduct and raising the behavior of the medical representative.

Hence the importance of studying the impact of the Code of Conduct on the behavior of the medical representative in the Kingdom of Saudi Arabia, as this study contributes to enhancing our understanding of the impact of the Code of Conduct on ensuring the behavior of the medical representative and working to improve Application effect Rules of conduct based on practical analyzes and conclusions.

In short, understanding and analyzing the relationship between rules of conduct By the behavior of the medical representative In the Kingdom of Saudi Arabia it help sevaluation Conduct of the medical representative The extent to which the code of conduct system can be relied upon Enhance as much The medical representative is able to promote his company's medical products, thus increasing its capacity Competitiveness in the pharmaceutical market.

## 1. RESEARCH OBJECTIVES:

This study objectives to achieve several goals that contribute to understanding the impact of codes of conduct on the medical representative's behavior in the Kingdom of Saudi Arabia. The following are the most important objectives that can be achieved through this study:

**Analysis of the impact of the Code of Conduct on the behavior of the medical representative:** The study seeks to understand the relationship between the rules of conduct applied by medical institutions in the Kingdom of Saudi Arabia and the level of behavior of the medical representative. The literature on codes of conduct will be reviewed in medical companies and the behavior of the medical representative to determine the relationship between them.

**Study the rules of conduct For the medical example:** The study objectives to understand how application Code of Conduct in Kingdom of Saudi Arabia and its impact on Dimensions of the medical representative's behavior, represented in: (the credibility of the medical representative - drug prescribing practices - pharmaceutical and medical promotion - the reliance of health care providers and doctors on medical representatives as sources of information about medicines/products). The factors affecting it will be analysed application Code of Conduct and the behavior of the medical representative in medical companies.

**Identify factors for improving codes of conduct:** The study will contribute to identifying factors that can be improved to enhance the rules of conduct applied by medical institutions in the Kingdom of Saudi Arabia. The experiences of the medical representatives will be analyzed and their opinions will be surveyed to identify areas that can be improved and developed to achieve a high level of care Efficiency of promotional processes for products/services/medical devices produced by the companies they work for.

**Make recommendations for improvement:** The study will be presented In submission Practical and concrete recommendations For medical companies in the Kingdom Saudi Arabia based on the results and analyses. Recommendations will focus on how to improve Promotional capabilities For medical representative about it, through the application of the code of conduct system. These recommendations will serve as valuable tools for improvement Behavior of the medical representative when Promotion of products/ Services/ Medical devices in the Kingdom.

By achieving these objectives, the study contributes to enriching knowledge about the rules of conduct and medical representative's behavior in the Kingdom of Saudi Arabia, and providing practical guidance to improve performance and enhance Efficiency of promotional processes for products/services/medical devices produced by the companies they work for.

## 2. RESEARCH QUESTIONS:

They consist of the following questions:

What an effect application Code of Conduct in the Kingdom of Saudi Arabia is rated behavior Medical representatives During the promotion of products/services/medical devices produced by the companies they work for?

What is the impact of the Code of Conduct on the dimensions of the medical representative's behavior, which are: (the credibility of the medical representative - drug prescribing practices - pharmaceutical and medical promotion - the reliance of health care providers and doctors on medical representatives as sources of information about medicines/products)?

What are the factors affecting the application of codes of conduct in medical companies in the sector of promoting medical products/services/devices in the Kingdom?

How much there is A bilateral relationship between the rules of conduct and the behavior of the medical representative in the Kingdom of Saudi Arabia?

How can the code of conduct be improved and positive promotional capabilities be created to enhance the behavior of the medical representative In Kingdom of Saudi Arabia ?

In light of the questions raised about the research topic and in the hope of achieving the research objectives, a set of hypotheses can be determined as follows:

**Main hypothesis:** There is a significant effect between application Code of conduct and investigation Behavior of the medical representative in Kingdom of Saudi Arabia ( $\alpha \leq 0.05$ ).

Several sub-hypotheses branch out from this hypothesis, which are represented in the following **hypotheses**:

**Hypothesis 1:** There is a positive relationship between Code of conduct and conduct of medical representatives in the Kingdom of Saudi Arabia.

**Hypothesis 2:** There is a positive relationship between rules of conduct and dimensions of the medical representative's behavior, represented in: (the credibility of the medical representative - drug prescribing practices - pharmaceutical and medical promotion - the reliance of health care providers and doctors on medical representatives as sources of information about medicines/products)in KINGDOM OF SAUDI ARABIA.

**Hypothesis 3:** There is no significant relationship between Each of Code of conduct and conduct of medical representatives in the Kingdom of Saudi Arabia.

### **Literature presentation:**

It includes this part of the research is exposure to know the current and the information the An update on the latest scientific findings on a topic Code of Conduct, And the expected impact of compliance with these rules On the behavior of the medical representative.

### **1- The concept of the medical representative:**

A medical representative is defined as a person from the business staff of pharmaceutical institutions, who works on behalf of the institution and is responsible for liaising with medical personnel, providing relevant information about the quality, effectiveness and safety of medicines, as well as collecting and disseminating information (Al-Mughassila, 2023, p16).

The medical representative is referred to as the person

who performs Professional promotion of products/services/medical devices and information related to these products, and ethics, accuracy, objectivity, balance, fairness and absence of misleading information should be considered as generally valid principles. Materials used for professional promotion and information should facilitate the correct assessment of the benefits and risks of the medicinal product and its health application (IFPMA, 2019, p4).

Likewise, a medical representative is a person whose duties include: Professional promotion organized or supported by pharmaceutical companies specifically directed to and intended for healthcare professionals, in particular promotion in professional journals and other publications, promotion of objects or at events or via other communication channels, including the Internet, in order to promote prescriptions or recommending, delivering, administering or using certain medicinal substances (IFPMA, 2019, p4).

Medical representatives are the frontline staff responsible for promoting these medicines and pharmaceutical products, and Medical representatives are responsible for providing complete and unbiased information to prescribers and medical care professionals and, therefore, must possess appropriate basic knowledge about the drug/product as well as about the disease area related to that drug/product with a high level of knowledge. Integrity and ethics in advertising, in which Ultimately patient care and benefits are the primary goal of these efforts (Abdel Aziz, 2023, p5).

Also, the medical representative is the person you depend on Pharmaceutical companies promote a products he uses sample medication, printed product literature, and giveaways that help her increase acceptance of her product. Many prescribers receive pens, notebooks, and coffee mugs so that the name of the target drug stays at the top of the prescribers' subconscious, Interaction also extends from corporate financial support for medical research and education to the provision of up-to-date treatment details and educational materials (Ali, 2022, p5).

## **2-Factors affecting the work of the medical representative:**

There are a number of factors that can affect the work of the medical representative, which are as follows: (Ivascu, 2021, p20):

### **- Experience of the medical representative:**

There is generally a difference in the interaction between experienced medical representatives and new medical representatives and the benefit gained from them. However, They thought the new medical representatives seemed relatively more enthusiastic and supported their announcements with more scientific data.

### **-Actor credibility Medical:**

Usually supports Qualified medical representatives are a profession medical representative, Because they can provide the necessary information about a product at They or the area of treatment that he product is designed at for him.

### **- the timing the Suitable for visits:**

There feature Another created by actors is the time they choose to visit doctors. Especially Doctors who work in

emergency departments or those who see a large number of patients, Where he is not They have enough time to meet, listen to, or even interact with the actors, and they consider them a waste of time that distracts them from doing their work the Duty to their patients.

### **- relations Social:**

The doctors believed that friendship and social interaction played an important role in accepting the medical representative and believed that receiving the medical representative was their moral duty. Social relationships between doctors and medical representatives may influence doctors and prompt them to support the medical representatives, By describing their products in order to generate sales; Finally, this increases the credibility of medical representatives with employers.

## **3- The role of the medical representative in pharmaceutical promotion:**

The World Health Organization (WHO) defines WHO defines pharmaceutical promotion as "all information and persuasive activities undertaken by manufacturers and distributors, the effect of which is to induce the prescription, supply, purchase and/or use of medicinal medicines. Pharmaceutical promotion plays a major role in stimulating the prescription and sale of medicines. It also has an important impact on the rational use of pharmaceuticals, drug price control mechanisms, manufacture, availability and use of essential medicines, equity in drug distribution, and the cost of the medical care system. It thus becomes a public health concern (Ali, 2022, p6).

The medical representatives visiting doctors are one of the factors that influence their prescribing practices. The doctor plays an important role in determining which pharmaceutical brand is appropriate for the patient's condition, so the main focus of the pharmaceutical industry is to influence the decision-making process of doctors. Despite the fact that most doctors do not notice this effect, it is needless to say that the medical representative has a significant influence on their prescribing practices and their choice of medicines. A study also revealed that doctors have a tendency to prescribe medicines irrationally, more positive attitudes toward drug companies, a preference for newer, more expensive medicines, and an inability to identify unsound claims about medicines. (Ali, 2022, p7).

And it has Many studies have shown that Medical representatives frequently interact with Doctors and medical care providers are approved Caregivers and doctor uses them As sources of information about medicines/products. While these interactions are necessary and beneficial, they may involve conflicts of interest. This conflict of interest may affect doctors' ethical responsibility to their patients by overprescribing in an attempt to promote the drug company's sales, thus jeopardizing patients' interest. Thus, drug marketing intended for physicians, such as offering samples and incentives, raises ethical issues. There is conflicting evidence regarding whether physicians' prescribing behavior is influenced by drug marketing, which may be due to differing marketing practices and regulations (Abdel Aziz, 2023, p7).

#### 4- What are the rules of conduct:

A global code of conduct can be defined as a set of guidelines or principles for doing business that sets ethical standards for business and employee conduct, especially for those companies operating in the international business environment. Global codes of conduct have become increasingly important as global business emerges as a critical component of the global economy. This rise is one of the most important developments in business in the past 50 years (Carroll, 2018, p4).

Code of Conduct can be defined as a set of guidelines or principles for doing business that sets ethical standards for business and employee behaviour. These rules are created Ethical on a variety of different levels. Companies may create a global code that applies only to the company in question. Codes of conduct can also be established at a level Sector or industry. For example, industries such as footwear, clothing, forest products, mining, and paper have established industry-wide codes of conduct. In addition, organizations have been developed In other sectors, such as the pharmacy and medicine sector rulesto behavior, Its employees, including the medical representative. Some of these organizations may be government organizations, or organizations Private sector, or other special interest organizations interested in improving business ethics at the national level sectoral (Carroll, 2018, p4).

Previously, it was mentioned that codes of conduct can be created Corporations by individual companies, industrial groups and international organizations. A more thorough exploration of these three types of rules reflects details of how each type is developed and used. A corporate code of conduct is usually just one element in a company's overall ethics program. Today, many companies have there Programs Training on rules of conduct They are often managed by ethics officers. These ethics programs typically include (a) codes of conduct, and (b) training Code of Conduct (c) Violation reporting mechanisms To the code of conduct(e.g., "hotlines"), (d) audits Code of Conduct(e) Liability for a variety of Behaviors. Related aspects By the rules of conduct At work, such as decision-making processes at Moral, discipline the behavior, And carry out instructions Board of Directors, And apply rules Corporate transparency and effective communication With clients Company (Uganda, 2012, p8).

And far from the level of polytheism at Individual, some industries started In doing Initiatives to create codes of conduct Out standing For companies competing in an industry. This makes sense because often companies in a particular industry are identified as a group and the actions of one affect the reputation of others. Furthermore, if companies operating in an industry can agree on ethical standards, this puts member companies on an equal footing in terms of treatment of stakeholders and issues affecting the industry.(Uganda, 2012, p9).

#### 5- The role of the rules of conduct in the behavior of the medical representative:

Market or industry codes of conduct are of paramount importance to medical representatives and first- and second-line managers in their pharmaceutical companies, a concern that reflects both human resources. Hence,

ethical sales practices must be maintained. Sometimes the medical representative and code of conduct may be invisible due to target sales pressures, competition and behavioral dilemmas faced in daily decision making in the market (Uganda, 2012, p10).

Then, Within the organization, it is the responsibility of the relevant HR staff, training managers or regional managers to determine the most effective means of disseminating information and creating expectations about the code of conduct.(Uganda, 2012, p10). The degree of response varies Code of Conduct According For age group, gender and work experience. One study suggests that older people (more experienced salespeople) perceive that they are following standards and principles Behavioral and ethical, and it's an order necessary For the success of the representatives of sales In promotional tasks. That as salespeople age increases, they seem to become more conservative in their ethical behavior and tend to accept more ethical standards and act accordingly.

Extra attention is needed before Medical institutions and Pharmaceutical companies to adopt standards and guidelines to professional bodies at achieving Adapt Code of conduct applicable within the company. It must be Medical representatives High-ranking people are role models in adhering to principles Behavioral At work when Promotion of pharmaceutical products. Unethical medical representative's behavior should not be ignored or tacitly approved by them Actors Even if sales goals are not met(Ali, 2022, p7).

As If exposed Medical representatives in Medical companies to train on Code of Conduct Focusing on them leads to ethical practices for medical representatives who develop sales techniques to help solve Behavior deviations and Ethical dilemmas. However, in Medical companies, may agree Code of Conduct with the Own beliefs For medical gays, which leads to making decisions Good in Deviations from the rules of behavior and problems the Moral.

Today, there is a need for acting pharmaceutical companies And medical institutions, and then constantly Renewal of training programs On moral rules To its medical representatives. Training directors must support ethical education On the rules of conduct as a matter of course continuous By providing more training programs on Code of Conduct Frequently solve ethical dilemmas in sales. This would help build a more efficient ethical sales force to seize Opportunities, facing challenges directly, and enhancing the company's image In circles Medical and preservation a long term And work on Business development in the field of pharmaceutical marketing. He should Focus on training on the rules of conduct Along with product knowledge to raise and enhance the quality of medical representatives in the pharmaceutical industry (Uganda, 2012, p11).

### 3. DATA ANALYSIS AND RESULTS

#### First: Psychometric characteristics of the study:

The psychometric properties of the scale were verified by calculating validity and reliability, as follows:

#### 1- Internal consistency validity:

The researcher used the Pearson correlation coefficient to

verify the internal consistency of the scale, by calculating the correlation coefficients between the scores of the sub-dimensions and the total score of the scale.

**Schedule No. 1)**  
**Pearson correlation coefficients between Subdimensions**

**The total score of the scale**

Dimensions	Number of paragraphs	Correlation coefficient	wise
Impact on the credibility of the medical representative	4	0.634	**
Impact on prescribing practices	4	0.541	**
Influencing pharmaceutical and medical promotion	6	0.763	**
Impact on healthcare providers' and physicians' reliance on medical representatives as sources of information about medicines/products	3	0.668	**

\*\*The correlation is significant at the 0.01 level (two-tailed).

**It is clear from the previous table that:**

That The coefficient values are high, Which reflects the relationship between the different dimensions and the extent to which they represent the scale. This is greatly reflected in the degree of reliability of these dimensions, as they achieved statistically significant correlation coefficients. The total score of the scale ranged between (0.541 And 0.763), This confirms that the scale has a high degree of validity.

**2- Scope reliability:**

The scale's reliability was calculated using Cronbach's alpha reliability coefficient, as shown in the following table:

**Table No. (2)**  
**Reliability coefficients for Cronbach's alpha**

Dimensions	Number of paragraphs	Cronbach's alpha coefficient
Impact on the credibility of the medical	4	0.702

representative		
Impact on prescribing practices	4	0.711
Influencing pharmaceutical and medical promotion	6	0.820
Impact on healthcare providers' and physicians' reliance on medical representatives as sources of information about medicines/products	3	0.803
<b>the total</b>	<b>17</b>	<b>0.712</b>

**It is clear from the previous table that:**

The Cronbach's alpha reliability coefficient was obtained for the total scale (0.712), Which indicates the high reliability of the scale, and the values of the Cronbach's alpha coefficient confirmed the stability of these dimensions to a large extent, and the values of the reliability coefficient (dimensions ranged between (0.702) And (0.820), This reflects a high degree of stability of the tool used to express the dimensions of the scale.

**1- Descriptive analysis of dimension elements. Impact on the credibility of the medical representative:**

The researcher used statistical methods (frequencies, percentages, arithmetic mean, and standard deviation) for each paragraph of the dimension to arrange them according to their importance and extracted the following results:

**Table No. (3)**  
**Arrange the paragraphs after "impact on the credibility of the medical representative" according to their importance**

Paragraphs	Mean	standard deviation	Rank
The honesty and accuracy of the medical representative regarding the prices, type and quality of medical products and the promises he makes	1.97	0.880	3
Improving the way the medical representative deals with clients, their needs, and taking into account their appointments	2.29	0.793	1
The medical representative's commitment to proper appearance and work	2.29	0.865	1

ethics			
The medical representative pays attention to the level of customer satisfaction with the services he provides and the products he promotes	2.25	0.835	2
<b>General average</b>	2.21	.981	

**It is clear from the previous table that:**

- In first place (The medical representative's commitment to proper appearance and work ethics and Improving the way the medical representative deals with clients, their needs, and taking into account their appointments) And on average Arithmetic ( 2.29) and standard deviation ( 0.835). In the last order (The honesty and accuracy of the medical representative regarding the prices, type and quality of medical products and the promises he makes ), and on average Arithmetic ( 1.97) and standard deviation ( 0.880).
- It is also clear that the average The dimension General may be receipt to Its value ( 2.21) , the value is high On a Likert scale.

**2- Descriptive analysis of dimension elements. Impact on prescribing practices:**

The researcher used statistical methods (frequencies, percentages, arithmetic mean, standard deviation) for each paragraph of the dimension to arrange them according to their importance and extract the following results:

**Table No. (4)**

**Arrange paragraphs after "impact on prescribing practices" in order of importance**

Paragraphs	Mean	standard deviation	Rank
Influencing prescribing decisions Medicines, services or medical devices And positively impact the patient's health.	2.18	0.828	3
Mention of side effects For medicines, services or medical devices, It must be acceptable, and the benefits should not be exaggerated.	2.46	0.721	1
Honesty in Orally prescribing medications, services, or medical devices And in the internal bulletin.	1.96	0.905	4
Honesty about availability Adequate levels of security in Products, services or medical devices	2.41	0.738	2

promoted by the medical representative.			
<b>AverageGeneral</b>	2.25	0.79	

**It is clear from the previous table:**

- In first place (Mention of side effects For medicines, services or medical devices, It must be acceptable, and the benefits should not be exaggerated) And on average Arithmetic ( 2.46) and standard deviation ( 0.721). In the last order (Honesty in Orally prescribing medications, services, or medical devices And in the internal bulletin), and on average Arithmetic ( 1.96) and standard deviation (0.905).
- It is also clear that the average The dimension General may be receipt to Its value ( 2.25) , the value is high On a Likert scale.

**3- Descriptive analysis of dimension elements" Impact on pharmaceutical and medical promotion:**

The researcher used statistical methods (frequencies, percentages, arithmetic mean, and standard deviation) for each paragraph of the dimension to arrange them according to their importance and extracted the following results:

**Table No. (5)**

**Arranging the paragraphs of the dimension "Influence on pharmaceutical and medical promotion" according to their importance**

Paragraphs	Mean	standard deviation	Rank
He works the Medical representative professionals work closely with health care providers to promote and educate them about new medications.	2.24	0.813	3
Sales targets are set based on the factors of market potential and demand for the product Medical equipment, equipment and services.	2.32	0.781	2
Bridging the gap between providers Products, services and medical equipment Health care and patients Or doctors.	2.15	0.868	6
Providing the best and most innovative medical solutions to those who need them	2.19	0.815	4
Providing marketing and promotional activities For student products In light of moral and ethical	2.16	0.908	5

considerations.			
to provide Adequate levels of quality In medical products taking into account Appropriate pricing.	2.38	0.773	1
<b>AverageGeneral</b>	<b>2.24</b>	0.83	

**It is clear from the previous table that:**

- In first place (to provide Adequate levels of quality In medical products taking into account Appropriate pricing.) And on averageArithmetic ( 2.38) and standard deviation ( 0.773). In the last order (Bridging the gap between providers Products, services and medical equipment Health care and patients Or doctors.), and on averageArithmetic ( 2.15) and standard deviation ( 0.868).
- It is also clear that the averageThe dimension General may be receipt to Its value ( 2.24) , the value is high On a Likert scale.

**4- Descriptive analysis of dimension elements. Impact on healthcare providers' and physicians' reliance on medical representatives as sources of information about medicines/products:**

The researcher used statistical methods (frequencies, percentages, arithmetic mean, standard deviation) for each paragraph of the dimension to arrange them according to their importance and extract the following results:

**Table No. (6)**

**Arrange paragraphs after the impact on health care providers' and physicians' reliance on medical representatives as sources of information about medicines/products in order of importance.**

Paragraphs	Mean	standard deviation	Rank
Be the medical representative Responsible for providing product information and demonstrating features to healthcare professionals.	2.22	.808	2
The medical representative negotiates And up to contract with Healthcare providers and doctors to increase Their reliance on Medicines/ products Which he promotes	2.38	.754	1
The medical representative Promote new products to existing and potential customers, through Understanding and analyzing customer needs and the ability to provide appropriate	2.12	.856	3

offers.			
<b>AverageGeneral</b>	<b>2.24</b>	0.81	

**It is clear from the previous table that:**

- In first place (The medical representative negotiates And up to contract with Healthcare providers and doctors to increase Their reliance on Medicines/ products Which he promotes) And on averageArithmetic (2.38) and standard deviation ( 0.754). In the last order (The medical representative Promote new products to existing and potential customers, through Understanding and analyzing customer needs and the ability to provide appropriate offers.), and on averageArithmetic ( 2.12) and standard deviation ( 0.856).
- It is also clear that the averageThe dimension General may be receipt to Its value ( 2.24) , the value is high On a Likert scale.

**4. RESULTS:**

Through a case studyMedical representative in the Kingdom of Saudi ArabiaShowthe following:

**Comment on Hypothesis 1:** Data analysis showed a relationship Positive Between the rules of conduct and improving the behavior of the medical representative in the Kingdom of Saudi Arabia. This suggests that with improvements in medical representative behaviour, it may be associated Make the decision to implement More exercises efficiency to set rules for behaviour Within medical and pharmaceutical institutions. The degree of connection is considered a connection The index indicates that the rules of conduct are considered one of the most important factors that may affect the improvement of the behavior of the medical representative in the Kingdom of Saudi Arabia.

**Comment on Hypothesis 2:** Data analysis showed a relationship Positive Between the rules of conduct and Dimensions of the efficiency of promoting medical products/services/devices in medical companies, represented by: (the credibility of the medical representative - drug prescribing practices - pharmaceutical and medical promotion - the reliance of health care providers and doctors on medical representatives as sources of information about medicines/products) in medical companies in the Kingdom. This indicates that medical companies have a developed strategic management system. The degree of connection is considered a connection The four dimensions of the efficiency of promoting medical products/ services/ devices in medical companies effect Positively implement the code of conduct system in kingdom.

**Important Code of Conduct:**In today's business environment, especially in the medical product/service/device promotion sector, medical companies must go beyond marketing strategies Promoting products/services/devices Medical and service health care providers and doctors in the usual way, to implement strategies Promotion Request through a medical representative to excel, build a good reputation, and achieve competitiveness in the sector of promoting products/services/medical devices. Perhaps it is for the



sake of the Code of Conduct that the efficiency of the promotion of medical products/services/devices in medical companies has been greatly improved.

**Continuous improvement in the efficiency of promoting products/services/medical devices:** The dedication can be seen in the application Medical companies in Saudi Arabia for Code of conduct through evaluation and improvement Continuous for Credibility of the medical representative and improving prescribing practices By medical representatives, As well as influencing pharmaceutical and medical promotion through Code of Conduct. This iterative process works to improve and enhance the efficiency of the promotional processes for products/services/medical devices produced by companies And then guarantee Accreditation of health care providers and doctors In the Kingdom On medical representatives as sources of information about medicines/products.

## 5. CONCLUSION

The objective of this research is to provide new data related to the expected impact of applying the rules of conduct on the efficiency of promotional processes for products/services/medical devices - by application to...Medical companies in the Kingdom Saudi Arab- This is what was required by understanding the nature of the relationship between the rules of conduct and improving the promotion of products/services/medical devices, and understanding the nature of the impact of the rules of conduct that it applies. Medical representative in the Kingdom at the level of efficiency in promoting medical products/services/devices in medical companies in terms of (Credibility of the medical representative - Prescribing practices - Pharmaceutical and medical promotion - Healthcare providers' and physicians' reliance on medical representatives as sources of information about medicines/products). This research also highlights some administrative recommendations that objective to encourage the application of codes of conduct in medical companies and the sector of promoting medical products/services/devices with the objective of increasing their efficiency.

Though researchers in the field of management and promotion of medical products/services/devices we have recently focused more on the effects of different management systems for managing the work of medical companies and the sector of promoting

## .. REFERENCES

1. Abdel Aziz, Akram, Views and Perceptions of Medical Representatives and Physicians about the Role of Medical Representatives and Pharmaceutical Advertisement in Saudi Arabia A Pilot Studym, 2023.
2. Ali, Karrar Ehsan, The attitude and acceptability towards medical promotional tools and their influence on physicians' prescribing practices in Jordan and Iraq, 2022.
3. Al-Mughassila, Dalia, Al-Sayyari, and Abdul-Rahman, a cross-sectional study on Saudi pharmacists working as medical representatives, what attracted them?, 2023.
4. Carroll, ArchieB, The SAGE Encyclopedia of

products/services/medical devices, it would be interesting for future studies to continue. In expanding the scope of current research. Therefore, this research refers to several topics to deepen the literature related to the impact of the code of conduct system on the efficiency of promotion processes for medical products/services/devices in medical companies.

A school of management scholars who are proponents of codes of conduct have produced abundant research findings. However, it is still unclear whether the stream of research on strategic issues in an industry Medical promotion by medical representatives Ready to be classified as a system Marketing or simply apply current theories and code of conduct structures in the field Medical. This study was prepared to clarify this concern. Guardian Medical companies In the Kingdom, it is of great importance to support Medical representative job. The Code of Conduct emphasizes the importance of promptly addressing concerns Healthcare providers, doctors as well as patients And make sure you enjoy They are as customers For medical companies with a positive experience and satisfaction with the services/Products/Medical devices that is promoted by a medical representative, including obtaining sufficient information about it and their desire to contract with a medical representative regarding it and others, so that they tend to continue dealing with this outlet instead of switching to competitors. And so Medical companies will be able to achieve a competitive advantage and increase their share in...the Medical market As a result of the high level of efficiency in managing the promotion of products/services/medical devicesBy the medical representative they deal with. Especially and It is spacious To solve problems efficiently, provide accurate information, and maintain open lines of communication With them.

## 6. RECOMMENDATIONS:

Recommend research that it Training directors must support ethical education On the rules of conduct as a matter of course continuous By providing more training programs on Code of Conduct Frequently solve ethical dilemmas in sales. They should Emphasis on ethical training combined with product knowledge to raise and enhance the quality of medical representatives in the pharmaceutical industry..

Business Ethics and Society Global Codes of Conduct, 2018.

5. Innovating to improve health worldwide (IFPMA), Code of Conduct of the Pharmaceutical Industry in Switzerland, Scienceindustries Pharma Code, 2019.
6. Ivascu, Larisa, Aamir, Muhammad, Effect Of Digital Marketing Capabilities And Blockchain Technology On Organizational Performance And Psychology, Volume12, 2021, P20.
7. Ugandar , Re, Study Of Ethics Training Influence On Ethical Behavior Of Medical Representatives In Pharmaceutical Industry, 2012.