



External Value of Medical Information



Clinical & Pharmaceutical Expertise

Medical Information Professionals

- Have relevant healthcare degrees
- Are trained in Medical Information Science Skills

Medical Information Code of Practice



Scientific Balance of Written Medical Responses

Responses should be:

- Evidence-based and balanced
- Accurate, truthful, and non-misleading
- Non-promotional



Quality Standards

Responses should be:

- Updated regularly to ensure accuracy and currency
- Undergo a review and approval process

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