



The Sharing Alliance™

A 30 Year Success Story

READ

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By the Industry, For the Industry



MORE THAN JUST A TAG LINE

Ours is a story of change, but more importantly a story of how we've adapted over the years through coordination with industry partners.

OUR STORY 

1989

A small group of pharmaceutical compliance professionals gather to discuss the recently enacted Prescription Drug Marketing Act of 1987 (PDMA). Their discussions focused on how the law strengthened the security around the distribution of drug samples.



1990

Identifying the need for continued education and discussion of this impactful law on a larger scale, the PDMA Sharing Conference was established. This event provided an opportunity for all pharmaceutical compliance professionals to meet and discuss the mandates around the distribution of drug samples in addition to new regulations that would be enacted in the years to come.



2004

Following years of new regulations, it became apparent that the educational need was greater than an annual conference. The PDMA Alliance, a not-for-profit largely volunteer-run organization, focused on year-round education, developing and sharing a wide range of informative materials. With the direction of the Board, representing the life sciences industry and its vendor community, the Alliance has evolved to adapt to the ever-changing needs of our members and the industry.



The PDMA Alliance Inc.
by the industry, for the industry



2018

As our industry has evolved, so has the Alliance. Recognizing that educational needs of members was no longer exclusive to "samples", we rebranded as The Sharing Alliance in 2018 to reflect our growth in the content we share.

Now, after more than 30 years of "sharing", we are prouder than ever of our 30 Year Success Story. We encourage you to [read it in full](#) and live it at the Annual Sharing Conference.

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