

Marketing or Education?

Identifying and avoiding conflicts of
interest in educational materials

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Disclosures

- Member of the board of directors of the National Physicians Alliance, a 501c3 public charity
- No funding from pharmaceutical or medical device companies, currently or in the past

National Physicians Alliance

Putting Health at the Heart of Medicine

The National Physicians Alliance was founded in 2005 to strengthen physicians' civic engagement on behalf of patients and to build community within the profession.



To help restore trust and integrity in medicine, the **NPA accepts no funding from pharmaceutical or medical device companies.**

NPA's Founding Campaign

 THE
UNBRANDED
DOCTOR

Championing Evidence-Based Care

Promoting

GOOD STEWARDSHIP

– in Clinical Practice –



An initiative of the ABIM Foundation

*“Knowing is not enough, we must apply;
Willing is not enough, we must do.”*

-Goethe

Disclosure of Conflict of Interest is...

- Necessary
- Insufficient
- Often perversely problematic
 - ▣ It can heighten trust (“they’re being forthright”)
 - ▣ It can suggest special expertise in and of itself
 - Common joke: “I wish I had more to disclose...”
 - ▣ It “can increase bias in advice because it leads advisors to feel morally licensed and strategically encouraged to exaggerate their advice even further”*

Trust me, I'm Their Mother



Marketing-Free Education Requires a Cultural Commitment by Leadership

Professionalism Checklist for Educators:

- What safeguards are in place?
 - ▣ Can they be stronger?
 - ▣ Are policies built into annual compliance trainings?
 - ▣ Are they well enforced?
 - ▣ Are they celebrated by leadership?
 - ▣ Are they **points of pride**?

Resources

amsascorecard.org



AMSA Scorecard 2014

[Scorecard](#)[About](#)[Methodology](#)[Executive Summary](#)[Policy Updates](#)[Tell Us What You See at Your School](#)

Conflict of Interest Policies at Academic Medical Centers

Pew Charitable Trusts

REPORT

Conflicts-of-Interest Policies for Academic Medical Centers

Recommendations for Best Practices

December 18, 2013 | [Prescription Project](#)

Domain	Pew Expert Task Force Recommendation
Conflict of interest disclosure	Disclose relevant financial COIs to faculty, trainees, patients, and the public.
Industry-funded speaking	Prohibit participation by faculty and trainees in all promotional speaking.
Industry support of accredited CME	With rare exceptions, AMCs should not accept industry funding for accredited CME.
Attendance at industry-sponsored lectures and meetings	Faculty, students, and trainees should not attend promotional programs.
Pharmaceutical sales representative presence in AMCs	Pharmaceutical sales representatives should not be allowed access to faculty, students, or trainees; however, pharmaceutical scientists are allowed by invitation for scientific discussion.
Medical device representative presence in AMCs	Medical device representatives should be permitted in patient care areas only to provide in-service training and technical assistance on devices and equipment and then only by appointment.
Curriculum on conflict of interest	Education in the diverse manifestations and settings of COI should be required for all medical students, residents, clinical fellows, and faculty.

Extension of institutional COI policies to community educational settings	COI policies established by AMCs should apply to all faculty and trainees both on-site and off-site; and to affiliated institutions participating in the AMC's training programs.
Gifts (defined as free items, excluding meals)	No industry gifts of any value should be accepted.
Meals (including CME and non-CME related meals, whether onsite or offsite)	No meals or drinks of any value associated with industry-funded marketing activities or CME should be accepted.
Consulting relationships for marketing	Faculty and trainees should be prohibited from engaging in consulting relationships that are solely or primarily for commercial marketing purposes.
Consulting and advising relationships for scientific activities	Faculty and trainees are permitted to engage in consulting relationships with industry about research and scientific matters.
Pharmaceutical samples	Institutions should not accept samples. If an institution determines that there are compelling circumstances, it should implement mechanisms for accepting samples that prevent their use as marketing tools.
Pharmacy and therapeutics committee	Ideally, voting members of P&T committees should not have a financial relationship with industry. In circumstances when this cannot be achieved, members with financial relationships should be recused from discussion of, or voting on, a related or competing product.
Ghostwriting and honorary authorship	Faculty and trainees should follow institutional and ICMJE (International Committee of Medical Journal Editors) standards, which forbid ghostwriting and honorary authorship.
Industry-supported fellowships	Trainees may not accept industry-sponsored fellowships earmarked for clinical training but may compete for industry fellowships awarded for scientific training.

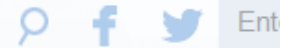
Community Catalyst- Toolkits

www.communitycatalyst.org



COMMUNITY CATALYST

*Because we all should have a say
in decisions that affect our health*



ABOUT US

HOW WE WORK

INITIATIVES

Initiatives & Issues > Prescription Reform

Conflict of Interest Policy Guide for Medical Schools and Academic Medical Centers

Community Catalyst offers this Policy Guide to Academic Medical Centers and Medical Schools to assist leaders, faculty, staff and medical students in successfully adopting and improving policies to address conflicts of interest and interactions with the pharmaceutical and device industries. Policies such as these and their effective implementation are of critical importance to the integrity of medical education and patient care.

We hope you will use and distribute these toolkits, along with their associated resources, in your institution. Community Catalyst staff are also available to answer questions or assist you in the process of policy development. We have consulted with academic, clinical and compliance experts across the country to develop these recommendations and to incorporate best practices and example policies. We welcome your **feedback** and encourage you to share your own successes and challenges with us, as well.

www.npalliance.org/conflict-free



www.npalliance.org



National Physicians Alliance

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