

Policy on Industry Relationships:

Frequently Asked Questions

What is permitted?

- Funding of fellowship training and educational activities is permitted. However, the industry funding the activity may not influence the training or education provided. The funding cannot be provided directly to the intended recipients.
- Industry representatives can provide on-site servicing, demonstration and legitimate training in the clinics, hospital and operating rooms consistent with applicable policies regarding the presence of representatives. There can be no *quid pro quo* arrangements to use a product in return for training. Industry representatives must seek permission/invitation from providers in charge. Industry representatives are not permitted to solicit faculty, staff, students and trainees for promotional purposes.
- All CME programs are subject to the guidelines of the ACCME. Industry displays at CME events must comply with ACCME Standards for Commercial Support.
- Pharmaceutical samples are allowed and shall be managed centrally by each department/clinic.
- Unrestricted educational grants are allowed and must be managed by the designated office in Administration. Monies must go directly to this account and not to individuals, departments or divisions.
- The department must approve patient education materials that relate to therapies, before distributed to patients.
- Off-site training on new equipment or devices may occur but not at industry expense unless included in the contract of purchase.

What is prohibited?

- Industry provided meals or other types of food for educational or professional activity on campus not associated with institutionally approved continuing medical education (CME) programs.
- Industry representatives may not initiate contact with students or staff.

- Faculty, staff and students cannot claim authorship of work written by industry-sponsored ghostwriters.
- Payments for choosing a particular product or drug are not allowed.
- Payments associated with sales, marketing, attending or listening to a presentation are not allowed.
- Speaking on behalf of a product or company outside the “consultant” role is strongly discouraged. When speaking in this capacity at other institutions, honoraria may be accepted and expenses reimbursed. Such activity must be disclosed and monitored by the department chair.
- Payments solely for enrolling patients in a research study are not allowed.
- Gifts may not be accepted from industry, which includes books, medical journals, pens, post it notes, mugs, or trinkets of any type.
- Use of industry speakers’ bureaus for educational presentations is not allowed. Outside speakers must disclose any relationship with any industry speaker’s bureau.
- Industry name labeling of any educational activity is not allowed.

What should be disclosed?

When a faculty member, trainee or staff member (individual, business, immediate family member) has a financial relationship (within 5 years) with a commercial company related to a medication, medical care-related product, medical device, or software and prescribes or uses it with patients, disclosure must occur. Disclosures apply to currently existing financial relationships and need to be updated when a change occurs.

Disclosures will be published on a WEB site that is accessible to the public in the CME disclosure format.

What is the process for disclosure?

Complete the Disclosure Form provided online.

What about Industry Sponsored Research?

Research sponsored by industry, whether investigator or industry initiated, is governed by the *Policy on Corporate Sponsored Research Agreements*:

http://www.research.vcu.edu/p_and_g/policies.htm

What constitutes “consulting” arrangements with Industry?

A paid professional or service provided in the interests of an outside party that is beyond the scope of the University employment responsibilities. This service should not interfere with regular employment responsibilities, compete with activities offered by the University or exceed the allowable time (one day per seven day week) for outside consulting by eligible faculty and employees. An approved, time limited, written agreement defining services, tasks and/or deliverables and fair market compensation must be approved by the department chair or designee and Dean before the activity takes place. All compensation exceeding 10,000 from any one source must be reported.

When consulting, the employment status may be identified but you shall not speak, act or make representations on behalf of the University or express university endorsement in relation to the activity or use the university name for marketing purposes. Participation on “advisory boards” must comply with this policy.

University personnel, equipment or services shall not be used for outside consulting commitments. Outside consulting should be reported and approved according to the *Policy On Outside Professional Activity*.

Does the Policy apply to adjunct and affiliate faculty?

The policy applies to faculty who provide services, teach or conduct research in the School of Medicine.

What is the procedure for Industry Representative registration on campus?

VCUHS administration will publish the procedure for this activity in the near future.

What is the procedure for handling pharmaceutical samples by departments/clinics?

VCUHS administration will publish guidelines for development of policies in the near future.

How will the Central handling of Industry funds work?

The Associate Dean for Finance will work with departmental administration to finalize this process in the near future.

The following related Policies can be found on the VCU and VCUHS Websites:

VCUHS

Intranet (policies and procedures)

Use and Control of Medication Samples (4512.00)

Vendor, Visitation, and Gifts 7202.03

<http://vcuhsweb.mcvh-vcu.edu/>

State, University and School of Medicine

State and Local Government Conflict of Interests Act Va. Code 2.1-639.6.C.7

<http://www.provost.vcu.edu/policies/conflict.html>

45 CFR Part 94.1: Responsible Prospective Contractors and Conflict of Interest Policy

http://www.research.vcu.edu/p_and_g/research_compliance.htm

Policy on Corporate-Sponsored Research Agreements:

http://www.research.vcu.edu/p_and_g/policies.htm

School of Medicine Outside Professional Activity Policy

<http://www.medschool.vcu.edu/facultyaffairs/policies/index.html>