

Effective June 1, 2011, the School of Medicine will implement its new policy, which is located at the end of this document, restricting faculty participation on speakers' bureaus. The new policy was approved by the SOM Faculty Senate on May 10, 2011 and by the Executive Committee on May 17, 2011. The policy states, in relevant part:

Effective June 1, 2011, the [Industry Conflict of Interest Policy, adopted by the School of Medicine faculty in the fall of 2008](#), shall be modified to **prohibit Speakers' Bureaus activity by School of Medicine faculty**. Speakers' Bureaus activity is defined as: *Compensation by any pharmaceutical company, medical device manufacturer or manufacturer of other health- or nutrition-related products, or their subsidiaries, for speaking engagements whether on a one-time or recurring basis.*

Under the new policy, some industry-sponsored speaking engagements are permitted. Indeed, the policy provides that a committee (the Faculty COI Committee) will be established by the Dean and Faculty Officers to review requests for approval of non-marketing speaking engagements. Approval will be considered for faculty presentations that represent a genuine service to the community and that are solely for educational purposes; however, **approval would not be granted if the talk focused on specific products, if the speaker used any slides or other materials provided by industry, or if the slides or other content were subject to any oversight or review by industry.**

PERMISSABLE PRESENTATIONS (*Review by the Committee is not required – Do not submit a request for approval*):

Under this policy, faculty members may continue to receive compensation from an **academic institution** for serving as a **visiting professor** or presenting **grand rounds**. Faculty members may give presentations where **Continuing Medical Education credit** is awarded. And, as before, compensation for **research consulting** is permitted. Although not expressly defined by the SOM policy, "research consulting" includes activities that focus on planning, conduct or analysis of a clinical or scientific investigation or dissemination of the results of an investigation performed or coordinated by the faculty member.

Beginning June 1st, faculty will be required to request approval of Industry-Sponsored Speaking Engagements by completing a brief request form, which will be available on the Faculty Affairs website. The request will be reviewed by the Faculty COI Committee, and you will receive a response to your request from a committee member within three business days.

**FACULTY SENATE RESOLUTION ON
CONFLICTS OF INTEREST AND SPEAKERS BUREAUS
(MAY, 2011)**

WHEREAS, there are many recognized benefits to collaborations between the faculty of the School of Medicine and industry, which include drug discovery, product development, therapeutic interventions, diagnostic technologies, clinical genetics and numerous novel therapies that are vital to health care and to the public interest; and

WHEREAS, many School of Medicine faculty members also participate in education and outreach to community physicians and peers through the state and region, and often these activities are facilitated and supported by industry; and

WHEREAS, many SOM faculty members are paid to participate on industry-sponsored Speakers' Bureaus, which include marketing, advertising and promotional activities as well as education; and

WHEREAS, the practice of faculty members of the School of Medicine participating in industry-sponsored Speakers' Bureaus, as further defined below, adversely affects the reputation, credibility and trust that have been established between the faculty of the School of Medicine and the community; and

WHEREAS, in the Fall of 2008 the School of Medicine Faculty Senate voted and approved the "Policy to Limit Conflicts of Interest Between Health Care Professionals and Industry Representatives" ("Industry COI Policy"), to address the relationships between the faculty of the School of Medicine and industry; and

WHEREAS, the Industry COI Policy defines, among other things, what types of Speakers' Bureaus activities are permissible and what type of Speakers' Bureaus activities are impermissible; and

WHEREAS, since the adoption of the Industry COI Policy by the School of Medicine faculty in the Fall of 2008 it has become apparent that a large majority of Speakers' Bureaus contracts that School of Medicine faculty are required to sign include provisions that the company must approve the lecture content, that the faculty member must use industry-prepared slides, or that the faculty member shall act as the company's agent or spokesperson for the purpose of disseminating company or product information; provisions that directly conflict with the Industry COI Policy; and

WHEREAS, since the implementation of the SOM Industry COI Policy it has become apparent that the COI Policy as adopted by the School of Medicine Faculty must be modified to better address Speakers' Bureaus activities.

THEREFORE, BE IT RESOLVED THAT, effective as of June 1, 2011, the Industry COI Policy adopted by the School of Medicine faculty in the Fall of 2008, shall be modified to **prohibit** Speakers' Bureaus activity by School of Medicine faculty. Speakers' Bureaus activity shall be defined as:

Compensation by any pharmaceutical company, medical device manufacturer or manufacturer of other health- or nutrition-related products, or their subsidiaries, for speaking engagements whether on a one-time or recurring basis. This definition does not include compensation for research consulting.

BE IT FURTHER RESOLVED THAT, a committee will be established by the Dean and Faculty Officers to review requests for approval of non-marketing speaking engagements. Approval would be considered for faculty presentations that represent a genuine service to the community and that are solely for educational purposes; however, approval would not be granted if the talk focused on specific products, if the speaker used any slides or other materials provided by industry, or if the slides or other content were subject to any oversight or review by industry. The committee shall complete all reviews in an expeditious manner. The committee will include the Faculty Officers and other representatives as designated by the Faculty Officers and the Dean.

AND BE IT FURTHER RESOLVED THAT, the administration of the School of Medicine should develop a "center for outreach education and research consulting;" the center would enable pharmaceutical and other industries, non-profit organizations and other entities to provide support for physician outreach and continuing medical education. The center would be designed to separate individual faculty members from the payer sources, reducing conflicts of interest and bias.

AND BE IT FURTHER RESOLVED THAT, the Dean of the School of Medicine shall initiate an educational campaign to help department chairs, faculty and administrative staff understand their obligations under these conflict-of-interest policies.