



Purpose of the policy –

The purpose of this policy is to establish guidelines for interactions with the Pharmaceutical, Biotech, Medical Device, and Hospital and Research Equipment and Supplies Industries (“Industry”) at the Stanford University Medical Center. Such interactions should be conducted so as to avoid or minimize conflicts of interest, and, when conflicts do arise, they must be addressed appropriately. This policy focuses on such areas as gifts and compensation, the presence of sales representatives on our campus, Industry support of our educational programs, and faculty involvement in Industry-sponsored meetings and conferences.



Resources to assist you with the **Stanford Industry Interactions Policy**

- *Letters of Agreement for Industry Support of Educational Activities*
- *Frequently Asked Questions*

Located at:

www.med.stanford.edu/coi/siip

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STANFORD INDUSTRY INTERACTIONS POLICY



Lucile Packard Children's Hospital
STANFORD UNIVERSITY MEDICAL CENTER

www.med.stanford.edu/coi/siip

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Selected provisions of the policy

Gifts (including Food) and Compensation

- Personal gifts (e.g. meals and other food, pens and other promotional items) may not be accepted from Industry on site – and acceptance of such gifts is strongly discouraged off-site as well (e.g., at professional meetings or events).

Meals

- Meals or other types of food directly funded by Industry may not be provided at SOM, SHC, LPCH or the Menlo Clinic.

Educational Funds (e.g. Scholarships and Fellowships) to School of Medicine Students and Trainees

- Such support should be free of any actual or perceived conflict of interest and must comply with guidelines specified in the policy.
- Funds must be provided to the School, department, program, division or institute and not directly to the student or trainee or to an individual faculty member.
- The Industry sponsor cannot influence either the educational curriculum or the selection of the trainee.

Support for CME Educational Activities

- CME activities must comply with the ACCME Standards for Commercial Support and the School of Medicine Commercial Support Policy.

http://cme.stanford.edu/commercial_support.html

- Direct commercial funding for specific CME courses or activities is not allowed. However, support from Industry for CME may be accepted by the Stanford Center for CME in certain general areas of interest as described in the policy.

Support for non-CME Educational Activities

- Such support must be designated for a broadly defined topic and may not be designated for a specific topic, speaker or activity.
- Support from Industry may be accepted and managed by the department, program, division or institute, but not by an individual faculty member.
- Industry exhibits are not permitted at events either on or off campus.
- Additional guidelines are specified in the policy.

Speakers Bureaus

- School of Medicine faculty may not participate in Industry-sponsored “speakers bureaus” (i.e., a contractual relationship to give talks in which the topic(s) or content, including audio-visual materials, are provided by the company).

Site Access by Sales and Marketing Representatives

- Sales and marketing representatives are not permitted in any patient care areas except to provide in-service training on devices and other equipment and then only by appointment.
- Sales and marketing representatives are permitted in non-patient care areas by appointment only. Appointments will be normally made for such purposes as:
 1. In-service training of SHC or LPCH personnel for research or clinical equipment or devices already purchased.
 2. Evaluation of new purchases of equipment, devices, or related items.
- Appointments to obtain information about new drugs in the formulary will normally be issued by the hospital pharmacy or by Pharmaceutical and Therapeutics Committees.

Ghostwriting

- School of Medicine faculty are prohibited from engaging in ghostwriting; in other words, individuals may not publish articles under their own names that are written in whole or material part by Industry employees.

The complete Stanford Industry Interactions Policy may be viewed at www.med.stanford.edu/coi/siip