

Appendix E

CAMC: RESIDENT INTERACTIONS WITH VENDORS POLICY

Interactions with industry occur in a variety of contexts, including marketing of new pharmaceutical products, medical devices, and research equipment as well as on-site training of newly purchased devices. Many aspects of these interactions are positive and important for promoting the educational, clinical and research missions of the institution. However, these interactions must be ethical and cannot create conflicts of interest that could endanger patient safety, data integrity, and the integrity of our education and training programs. Furthermore, residents and faculty are expected to maintain a professional environment conducive to learning and adhere to the core competencies as defined by the ACGME and AOA. Those core competencies state that residents must demonstrate a commitment to carrying out professional responsibilities and an adherence to ethical principles, including a responsiveness to patient needs that supersedes self-interest and accountability to patients, society and the profession.

It is the policy of CAMC and West Virginia University-Charleston Division that interactions with industry and its vendors should be conducted so as to avoid or minimize conflicts of interest. When conflicts of interest do arise they must be addressed appropriately.

Consistent with the guidelines established by the American Medical Association Statement on Gifts to Physicians, acceptance of gifts from industry vendors is discouraged. In addition, each resident, as a CAMC employee, must comply with CAMC's Code of Ethical Conduct and Conflict of Interest Policy. Any gifts accepted by residents should not be of substantial value. Accordingly, textbooks, modest meals, and other gifts are appropriate only if they serve a genuine educational function. Residents may not accept cash payments directly or indirectly from industry representatives. Residents may not accept gifts or compensation for listening to a sales talk by an industry representative. Residents may not accept gifts or compensation for prescribing or changing a patient's prescription. Residents must consciously separate clinical care decisions from any perceived or actual benefits expected from any company. It is unacceptable for patient care decisions to be influenced by the possibility of personal financial gain.

Industry representatives are not permitted in any CAMC patient care areas except to provide in-service training on devices and other equipment and then only in accord with the policies and procedures of CAMC's Materials Management Department.

Industry vendors are permitted in non-patient care areas by appointment only and must be at the invitation or advanced approval of the program director/department management.

Appointments may be made on a per visit basis or as a standing appointment for a specified period of time, with the approval of the program director or department chair, or their designated hospital or clinic personnel issuing the invitation.

Appendix E

Industry support of educational conferences or other events involving resident physicians may be used for official programs or events sponsored by the program/institution provided that the funds are provided to the institution not directly to the resident or faculty. The program director or other institutional official should determine if the funded conference or program has educational merit. The institution or program must not be subject to any implicit or explicit expectation of providing something in return for the support. Financial support by industry should be fully disclosed by the meeting sponsor. The meeting or lecture content must be determined by the speaker and not the industrial sponsor. The lecturer is expected to provide a fair and balanced assessment of therapeutic options and to promote objective scientific and educational activities and discourse.

Food of modest standards may be supplied by industry representatives for education programs or conferences if in the context of approved or officially sponsored educational programs, in-services, and clinical conferences. It is expected that industry representatives would only make a brief presentation for a specified period of time to the department and with adequate faculty representation present. Following the industry representative's presentation, he/she should be excused from the meeting to allow the residents to use their remaining educational program time effectively. Food may not be provided on-site for educational programs or events that are not approved or officially sponsored educational programs.

All CME program support or support of receptions/events conducted in conjunction with an approved CME program sponsored by CAMC shall be approved by the Director, Education Division and shall comply with accreditation requirements defined by the institution and the Accreditation Council for Continuing Medical Education (ACCME).

Scheduling or organizing educational meetings with residents outside the residency program is not encouraged or endorsed by CAMC/WVU. Such meetings may not be conducted on the premises of CAMC/WVU campus or be advertised as affiliated with CAMC/WVU. Residents participating in educational activities or events supported from industry vendors or organized by industry representatives that are outside the program or are not sponsored/approved by the program or institution are doing so at their own discretion and shall do so on their own time. Residents shall not be required or expected to attend any meeting organized or sponsored by an industry representative that is not approved or officially sponsored by the program or institution.

Industry representatives are prohibited from using the CAMC paging systems to contact residents directly.

All residents should receive training by the teaching faculty regarding potential conflicts of interest in interactions with industry representatives.