

RELATIONSHIPS BETWEEN ACADEMIC MEDICAL CENTERS AND INDUSTRY



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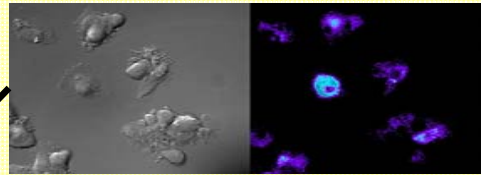
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UPMC

THE ACADEMIC MEDICAL CENTER MISSION



RESEARCH



PATIENT CARE



TEACHING

FACTORS FOSTERING RELATIONSHIPS BETWEEN AMC'S AND INDUSTRY

- Use of AMC's as an independent and objective vehicle for research and dissemination of balanced information about drugs and devices
- Translation of research done in academic centers to drug/device development (tech transfer)
- Evidence-based use of drugs and devices in the clinical setting, including post-marketing surveillance
- Education of students, trainees and practicing physicians about current and future developments

PUBLIC BENEFITS AND RISKS OF AMC/INDUSTRY RELATIONSHIPS

BENEFITS

- FUNDING
- CO-DEVELOPMENT
- TECH TRANSFER
- ACADEMIC EXPERTISE AND INDEPENDENCE
- POST-MARKETING SURVEILLANCE

- AVAILABILITY OF NEW DRUGS/DEVICES
- CO-DEVELOPMENT
- OBJECTIVE EVALUATION
- ONGOING DEVELOPMENT & IMPROVEMENT

- FUNDING OF GME/CME
- OBJECTIVE DISSEMINATION
- PROFESSIONAL SOCIALIZATION OF STUDENTS/RESIDENTS

RESEARCH

PATIENT CARE

EDUCATION

RISKS

- POTENTIAL FOR BIAS OF RESULTS (COI) & NON-COMPLIANCE WITH RESEARCH STANDARDS
- SKEWING OF RESEARCH AGENDA TOWARD NEW/COSTLY THERAPIES

- EXCESS USE OF EXPENSIVE, ? SAFE, NON-VALUE-ADDED THERAPIES & DIAGNOSTICS
- IMPACT OF COI ON PURCHASING

- SKEWING OF THE EDUCATIONAL AGENDA
- BIAS AND PROMOTION
- NEGATIVE SOCIALIZATION OF STUDENTS/RESIDENTS

PROFESSIONAL AND INSTITUTIONAL STANDARDS

- ACCME Standards for Commercial Support, AMA CEJA Guidelines, PhRMA Code, AdvaMed Code, etc., etc.
 - Recommendations vary
- Institutional COI policies have not traditionally addressed issues specific to industry relationships and requirements vary across institutions
- Need for more attention to compliance monitoring and enforcement

CALLS TO ACTION FOR AMC'S

SPECIAL COMMUNICATION

Health Industry Practices That Create Conflicts of Interest A Policy Proposal for Academic Medical Centers

Troyen A. Brennan, MD, MPH
David J. Rohman, PhD
Linda Blank
David Blumenthal, MD, MPP
Susan C. Chimonas, PhD
Jordan J. Cohen, MD
Janlori Goldman, JD
Jerome P. Kassirer, MD
Harry Kimball, MD
James Naughton, MD
Neil Smecker, PhD

Conflicts of interest between physicians' commitment to patient care and the desire of pharmaceutical companies and their representatives to sell their products pose challenges to the principles of medical professionalism. These conflicts occur when physicians have motives or are in situations for which reasonable observers could conclude that the moral requirements of the physician's roles are or will be compromised. Although physician groups, the manufacturers, and the federal government have instituted self-regulation of marketing, research in the psychology and social science of gift receipt and giving indicates that current controls will not satisfactorily protect the interests of patients. More stringent regulation is necessary, including the elimination or modification of common practices related to small gifts, pharmaceutical samples, continuing medical education, funds for physician travel, speakers bureaus, ghostwriting, and consulting and research contracts. We propose a policy under which academic medical centers would take the lead in eliminating the conflicts of interest that still characterize the relationship between physicians and the health care industry.

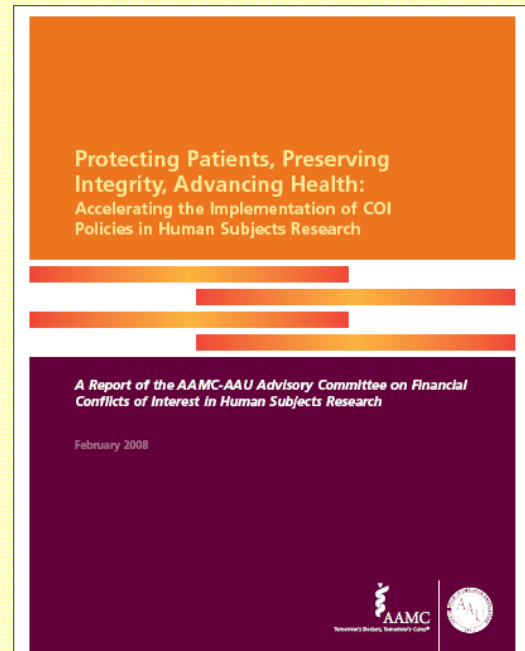
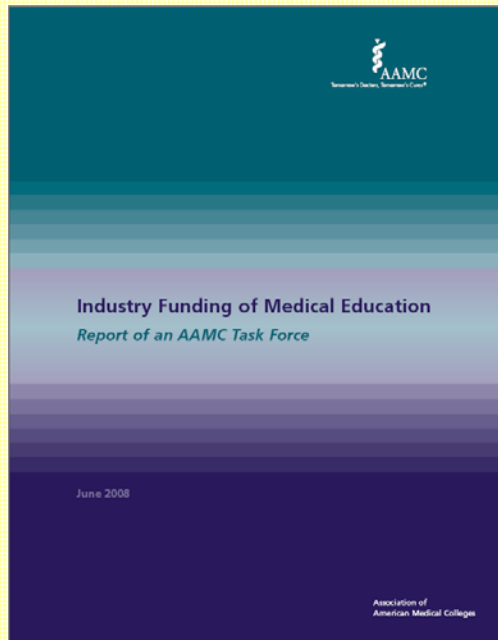
JAMA. 2006;295:429-432

www.jama.com

THE CURRENT INFLUENCE OF market incentives in the United States is posing extraordinary challenges to the principles of medical professionalism. Physicians' commitment to altruism, putting the in-

BRENNAN, et. al.
JAMA 1/25/06, pp 429-33

[HTTP://WWW.AAMC.ORG](http://www.aamc.org)



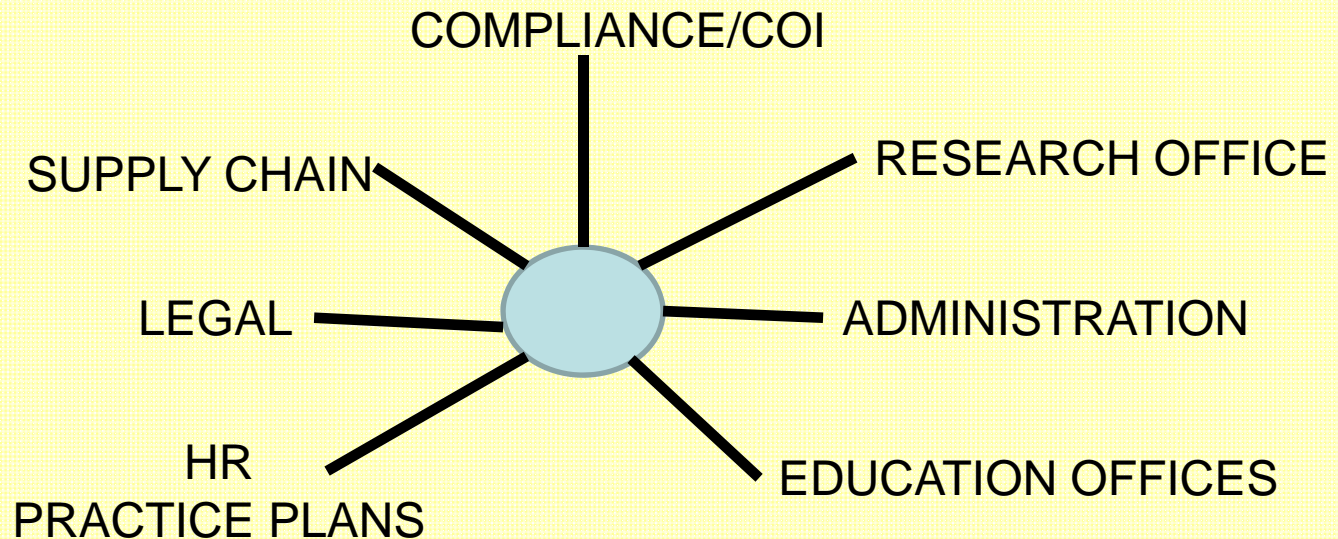
AMC INDUSTRY RELATIONSHIPS POLICIES

- Consulting relationships
- Gifts/provision of meals
- Funding of education
- Acceptance & use of samples
- Site access by industry representatives
- Attendance at industry-sponsored meetings
- Speakers bureaus
- Ghostwriting
- Support of research
- Public disclosure of COI

EXAMPLE: <http://www.coi-pitt.edu/industryrelationships>

POLICY IMPLEMENTATION

- Education/dissemination
- Comprehensive COI management (including consulting relationships)



- Compliance monitoring

COMPARISON OF POLICIES

Conflict of Interest Policies at Academic Medical Centers

SHOWING: All **SHOW ALL** SEARCH: State City **GO!**

Click on any school to learn more. To sort by domain score, please use arrows. **BETTER**

Compare Institutions Select the institutions below and click "Go" to compare. GO!		Grade	Gifts/Industry Relationships				Samples	Purchasing	Sales Reps	Education			Comments
			Gifts	Consulting	Speaking	Disclosure				On Campus	Off Campus	Industry Support	
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WHAT DOES THE FUTURE HOLD?

- Increasing number of AMC's implementing policies, with considerable commonality
- Development of increasingly effective compliance and monitoring programs
- Public disclosure by industry will assist in verification of institutional disclosures
- Achievement appropriate balance and alignment among professional/institutional standards, laws, and regulations