

INDUSTRY SOLICITATIONS TO RESIDENTS AND PROGRAMS

I. Introduction

1. The rules and procedures governing the interaction of pharmaceutical and other medical equipment companies with residency programs arise from concerns about the widely discussed influence thought to be exerted by companies over education by virtue of extensive and intensive product marketing, and augmented by “gift” giving.
2. This policy is a supplement to the University of Las Vegas policy found at <http://www.unlv.edu/assets/research/policies/COI-RulesProcedures.pdf>.
3. To maintain a proper “arms’ length” relationship, to avoid unethical behaviors, and to best model professionalism to residents, the following procedures have been implemented:

II. Procedure

1. No industry representatives are permitted to market their products on medical school grounds or in associated clinics or offices unless invited to do so by the department head.
2. Individual, “one-on-one”, solicitation or provision of gifts to residents by pharmaceutical and medical equipment representatives is prohibited.
3. The distribution of promotional items is not allowed at any time.
4. Meals at resident educational meetings will not be provided by pharmaceutical or medical equipment companies and industry representatives will not interact with residents at these meetings, except as provided in Item 6 below.
5. Pharmaceutical “drug fairs” will not be held.
6. At the direction of the Graduate Medical Education program and approval of the UNLV School of Medicine COI committee, lunch time meetings and/or Grand Rounds that involve pharmaceutical or medical equipment companies may be organized. These sessions must include presentations in a “roundtable” or open discussion forum where drug or equipment company representatives may participate. These educational venues must include a company-sponsored speaker, and must be disease or illness based. Industry provided slides may NOT be used. At least two representatives of different companies must attend, and provision for their participation in discussion with residents would be at the discretion of the program.

7. No gifts (regardless of value), travel support to meetings, scholarships or training subsidies or training funds of any kind from industry will be permitted.
8. No restricted funding of CME will be permitted (i.e., industry may not direct or restrict the content or the speaker for CME activities). A centralized CME account will be developed.
9. No industry-produced teaching materials will be permitted and instructors will share all teaching materials with educational coordinators.
10. In the UNLV School of Medicine outpatient care setting, marketing, promotional and detailing activity to residents is prohibited. Pharmaceutical samples will be restricted to patients with financial hardship and monitored through the pharmacy.
11. All residents and fellows will receive instruction on these institutional policies and how industry promotion can influence clinical judgment.
12. Everyone covered under this policy is required to make a full disclosure of all industry affiliations annually. Such disclosures are displayed on a publically accessible website.

Approved by GMEC April 2017