

NC State Committee on Corporate Partnership

CVM Policy on Corporate Partnership

Adopted, August 24th, 2015

This policy was developed by the Committee for Corporate Partnership (CPP) in response to the Dean's Charge. It outlines the suggested code of conduct for interactions with industry partners in all facets of the college's work.

The North Carolina State University College of Veterinary Medicine (NC STATE CVM) has the ultimate goal of providing quality health care to animals consistent with the highest principles of integrity, providing first class veterinary medical education, and engaging in biomedical research aimed at improving the health and well-being of animals and society.

In seeking to accomplish these related and overlapping goals, personnel of the NC STATE CVM can and should engage in several ways with industry that manufactures and provides products and services used in patient care and in research. NC STATE CVM holds a public trust, with the expectation that educational, clinical, research and outreach programs will be free of biases or inappropriate influences that may result from interactions with external entities, especially with companies that provide goods and services of value within veterinary medicine and biomedical research.

NC STATE CVM welcomes and encourages the collaborative ties with our colleagues in the corporate sector. Our operating principles are based on full and open disclosure, accountability, adherence to NC STATE policy, and equitable access for corporate sponsors.

The policy should be viewed as in addition to, and does not supersede, any North Carolina State University policies or procedures on conflict of interest. The College of Veterinary Medicine recognizes that identification and/or disclosure of a potential conflict of interest does not necessarily, in itself, mitigate the potential for inappropriate influence. Disclosure does, however, create transparency for any possible conflict of interest and allows the learner to be fully informed of those relationships.

Though we do not endorse products or specific statements made by corporate sponsors, NC STATE CVM gratefully acknowledges and deeply appreciates their financial, educational, and intellectual support. We recognize that the symbiotic relationship between industry and academia contributes to the development of therapeutics, devices and education and so the excellence of animal and human health care professions.

Applicability

This document applies to all employees (faculty and staff) and students at NC STATE CVM.

Reporting relationships with Corporate Partners

All EPA employees are bound by NC STATE policies on Conflicts of Interest and Conflicts of Commitment: <http://policies.NC State.edu/regulation/reg-01-25-01>

Promoting transparency and understanding of potential conflicts of interest in relation to corporate partners

The committee recommends that the CVM adopt a proactive educational program regarding corporate relationships and potential conflicts of interest. The committee recommends the following mandatory educational initiatives be implemented:

- Student lecture on industry influence in the veterinary profession as part of the Ethics Course (VMC 962)
- Yearly counsel of student industry representatives and student society leaders on managing corporate partnerships (Office of the Associate Dean for Student Affairs)
- Inclusion of material on industry influence as part of the course on Professional Conduct in Biomedical Research (CBS 662)
- Faculty lecture on conflicts of interest, combined with discussion of and guidance on appropriate reporting (Sponsored Programs and Regulatory Compliance)

Equitable Access

While NC STATE CVM welcomes and encourages collaborative ties with our colleagues in the corporate sector, restriction of corporate partnerships to particular companies is strictly prohibited. Likewise, no single corporate entity shall have the ability to deny participation in any educational event or student, graduate or faculty organization or interest group by any other organization.

Faculty transparency

Faculty must detail relationships with industry sponsors in accordance with rules and regulations specified in REG 01.25.01 (sponsorship of research, consulting, gifts to support research, teaching or clinical service) on personal, laboratory or service websites.

Student lectures and laboratories; Graduate student lectures and seminars; Staff educational seminars

All faculty teaching students, faculty or staff, who have financial interests in a company, as defined by NC STATE's conflict of interest policy, are supported by grants/contracts from a company, serve as consultants to a company, or who may have similar relationships must clearly and openly disclose relevant relationships to attendees.

Distribution of industry gifts for faculty/staff/students

Distribution of personal gifts to individual faculty, staff and students by corporate representatives or employees is discouraged. Financial gifts made to the North Carolina Veterinary Medical Foundation to support the work of faculty are encouraged. Gifts such as books, educational accessories, drugs, devices, research supplies and equipment

are welcomed, and are managed centrally by the appropriate office:

- Pharmaceuticals: Veterinary Health Complex Pharmacy (under VHC SPO #45)
- Student educational products and accessories: Office of the Associate Dean of Student Affairs
- Research supplies and equipment: Office of the Associate Dean of Research
- Financial gifts: Office of the North Carolina Veterinary Medical Foundation
- Pet food: SCAVMA Pet Food Program, overseen by the office of the Associate Dean of Student Affairs

On Campus Access to faculty/staff/students by Commercial For-Profit Entities

- Access to students is permitted in a public forum only (presentations, discussions), excepting designated student industry representatives.
- Industry representatives are required to clearly state (in any written materials and orally at the start of the presentation) what company they represent and their role in the company.
- Where products or devices with FDA approval are discussed, only 'on label' uses may be discussed, and approved competing products must be discussed.
- Presentations or participation in course lectures or seminars by industry employed scientists or clinicians must have a specific general educational focus
- Student sponsored educational presentations, informational or promotional events are managed by SCAVMA Corporate Liaison Committee with twice-yearly reports to the office of the Associate Dean of Student Affairs. Detailed guidelines for Corporate Sponsors seeking to connect with students are available [supplementary material]
- Staff presentations must be approved by the appropriate faculty leader of the unit
- Faculty presentations must be approved by the Service/Laboratory Chief or Department Head or Office of the Associate Dean of Research

Advertising within the CVM

Advertising by a company is not permitted within the CVM except for information sheets or brochures distributed or displayed in appropriate or designated spaces. Additionally, events where many companies and entities are represented are excepted (e.g. Dog Olympics; Open House), however advertising must never state or imply endorsement by the CVM. Appropriate acknowledgement and thanks for sponsorship is encouraged, and this may include company logos, but these should be discrete and equitable. Advertising within the CVM is overseen by the Office of the Dean.

Faculty and staff are encouraged to consider the impact of wearing clothing, or sporting or using other goods that bear the logo or advertising of for-profit companies involved in veterinary medicine or biomedical research.

CVM oversight of relationships with corporate partners

The Committee on Corporate Partnership will meet quarterly to review this policy and its implementation. Questions regarding industry activities on the CVM campus will be discussed and investigated by the CPP at these meetings, and recommendations forwarded to the Dean.

SUPPLEMENTARY MATERIAL

Guidelines for interaction between Corporate Sponsors and Students

These notes are in addition to the CVM Policy on Corporate Partnership.

We welcome professional relationships between our students and Corporate Entities.

Corporate Entities are permitted direct access to student representatives, and to students through student representatives.

Student sponsored educational presentations, informational or promotional events are managed by SCAVMA Corporate Liaison Committee with twice-yearly reports to the office of the Associate Dean of Student Affairs. The office of the Associate Dean of Student Affairs will review the report, planned events and requests to ensure equitable access to students by Corporate Entities.

All Student Representatives are coached once a year on interacting with Corporate Entities, and how to manage potential conflicts of interest and bias.

Student Representatives can distribute written product information and electronic product information, but it must be clearly stated that the information is being distributed by a paid Student Representative (using email disclaimer).

Student Representatives can facilitate the organization of on-site meetings sponsored by Corporate Entities, according to our policy of equitable access.

Student Representatives are permitted to distribute non-pharmacy gifts, which may or may not bear the Company Logo, as long as they are made available to the whole student body or whole student year. All Student Representatives are required to track in detail the gifts from Corporate Entities, and Corporate Entities are requested to facilitate this tracking by providing detailed information on the amount and value of all gifts.

Students are not permitted to

- Sign contracts without prior review by CVM legal representatives
- Sign any contracts that define deliverables
- Sign any contracts that require distribution of Company products
- Act in anyway or manner that states or implies the endorsement of a Corporate Entities' product, whether through verbal, written or electronic communication
- Student Representatives are not permitted to use any NC State logo in communication regarding the Corporate Entity
- Receive any free products outside of those distributed to the whole student body or through pharmacy
- To distribute product. All product distribution is performed through the NC State CVM Pharmacy (distribution guidelines available) and the Corporate Entity should contact Pharmacy directly.

- Send Corporate Entities faculty, staff or student email addresses. However, the Corporate Entity may request the assistance of the Student Representative in finding contacts, but permission by the contact must be given to the enquiring Student Representative.