

**Faculty of Medicine, University of Ottawa**  
**Policy on**

**INTERACTING WITH INDUSTRY AND OUTSIDE AGENCIES in a teaching environment**

Faculty members, including regular faculty members and clinical faculty members who may not be employees of the University (including clinical preceptors), but are involved with teaching students at the University (subsequently referred to as teachers), medical students, residents, graduate students and post doctoral trainees (subsequently referred to as learners) need to be aware of potential conflicts of interest in their dealings with industry and outside agencies or organizations (subsequently referred to as industry). Any conflict of interest which undermines the integrity of the learning environment (including the physician-patient relationships) is to be avoided. This document is intended to assist teachers and learners in appraising and regulating their relationship with industry and to guide learning.

**The following general principles apply:**

- ✓ The primary obligation of learners is to their education.
- ✓ Education should promote objectivity, the balanced presentation of information, and the avoidance of conflict of interest.
- ✓ The purpose of professional interactions between learners, their instructors and industry is the realm of advancing knowledge.
- ✓ The relationship between the medical student, the resident and the Faculty of Medicine and industry is guided by the Canadian Medical Association Code of Ethics and the CMA policy 'Physicians and the Pharmaceutical Industry.' ([http://www.cma.ca/index.cfm/ci\\_id/53571/la\\_id/1.htm](http://www.cma.ca/index.cfm/ci_id/53571/la_id/1.htm))

**The following are guidelines for instruction at the Faculty of Medicine, University of Ottawa:**

1. Curricula should include formal training regarding the ethical guidelines for the relationship and interactions of physicians and researchers with industry.
2. Learners should be informed of pertinent instructor conflict of interests at the beginning of instruction (i.e. slides or preliminary announcements).
3. Generic names of agents and devices should be used during instruction.
4. Educational events, supported financially by industry sources, should meet the following criteria:
  - A) Funding is obtained through an unrestricted educational grant.
  - B) Funding source is disclosed to learners in advance.
  - C) Specific trade names or products should not be associated with the event.
  - D) Industry representatives should not be in attendance.
5. Learners should not be penalized for adhering to these guidelines.

**University of Ottawa medical students and residents are advised not to:**

1. Attend any function sponsored by industry unless it is primarily for the purpose of medical education.
2. Meet with industry representatives unless accompanied by their preceptor or tutor.
3. Accept any gifts or personal rewards from industry.
4. Use or openly display items which contain industry company names or logos while conducting patient care activities.

The University of Ottawa faculty are advised that interaction with industry creates a potential conflict of interest and their interactions should be guided by the CMA policy on Physician Industry Interactions (2007) <http://policybase.cma.ca/dbtw-wpd/Policypdf/PD08-01.pdf> and to follow the University of Ottawa Policy 70 on conflict of interest ([http://web5.uottawa.ca/admingov/policy\\_70.html](http://web5.uottawa.ca/admingov/policy_70.html)) as well as the 'Standards of Ethical and Professional Behaviour' of the Faculty of Medicine (<http://www.intermed.med.uottawa.ca/GenderEquity/assets/documents/Ethics&ProfBehavbooklet.pdf>)

**If in doubt, the student or resident should seek advice from an appropriate faculty member; the faculty member should seek guidance from the chair of the department or division.**

Breach of this policy by learners and teachers will be subject to penalties as determined by the appropriate office (Undergraduate Medical Education, Postgraduate Medical Education, Research services and/or the Office of Professional Affairs)

\*DEFINITION: Commercial organizations include pharmaceutical companies and manufacturers of medical devices, infant formulas and health care products as well as service suppliers.

Medical students are expected to consult and abide by the following policies;

**Canadian Medical Association (CMA) policy on “Physicians and the Pharmaceutical Industry”**, <http://policybase.cma.ca/dbtw-wpd/Policypdf/PD08-01.pdf>

**The Policy of the College of Physicians and Surgeons of Ontario (CPSO) on “Physicians and the Pharmaceutical Industry”** [http://www.cpso.on.ca/policies/drug\\_relation.htm](http://www.cpso.on.ca/policies/drug_relation.htm)

**The Royal College of Physicians and Surgeons of Canada**

Documents and Publications <http://rcpsc.medical.org/publications/index.php>

GO TO: Policy Statements and Guidelines

FIND: [Physicians and Industry — Conflicts of Interest](#)

**RELATED DOCUMENT:**

**Residents and Industry: Guidelines for Postgraduate Training in Medicine.**

Faculty of Medicine, University of Ottawa [approved June 15, 2005]

[http://www.medicine.uottawa.ca/Postgraduate/assets/documents/policies\\_guidelines/residents\\_industry.pdf](http://www.medicine.uottawa.ca/Postgraduate/assets/documents/policies_guidelines/residents_industry.pdf)

## **References:**

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<http://www.cmaj.ca/cgi/content/full/166/4/448>
- J. Dana and G. Lowenstein.** A Social Science Perspective on Gifts to Physicians from Industry. [Commentary] J. American Medical Association [JAMA], **2003**, 290 (2): 252 – 255.  
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<http://jme.bmj.com/cgi/content/full/32/10/559?maxtoshow=&HITS=10&hits=10&RESULTFORMAT=&author1=MORGAN&fulltext=Interactions&andorexactfulltext=and&searchid=1&FIRSTINDEX=0&sortspec=relevance&volume=32&firstpage=559&resourcetype=HWCIT>
- T.A. Brennan, D.J. Rothman, L. Blank, D. Blumenthal, S.C. Chimonas, J.J. Cohen, J.Goldman, J.K. Kassirer, H. Kimball, J. Naughton, N. Smelser.** Health Industry Practices that Create Conflicts Of Interest. J. American Medical Association [JAMA], **2006**, 295(4): 429 – 433.  
<http://jama.ama-assn.org/cgi/content/full/295/4/429>
- Medical Post.** Stanford Nixes Pharma Freebies. October, 3, **2006**, p. 51.

## **Canada's Research-based Pharmaceutical Companies**

### **Code of Conduct**

[http://www.canadapharma.org/Pharm\\_comm/Code/Code%20of%20Conduct%20EN%20-%20January%202008.pdf](http://www.canadapharma.org/Pharm_comm/Code/Code%20of%20Conduct%20EN%20-%20January%202008.pdf).

Committee

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Faculty Advisory Board

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Faculty Council

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November 19, 2008