



INSTITUTIONAL CONFLICT OF INTEREST--

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DISCLOSURES

- I have no financial affiliations that affect the presentation of content
- I have no interest in promotional products or services
- I do serve in advisory capacity to
 - Elsevier CME Office
 - American Otological Society
 - American Neurotology Society
 - Celgene CME Advisory Board



DEFINITIONS

- Discussed by a number of organizations such as:
 - The Association of American Universities
 - The 2009 Institute of Medicine Report, *Conflict of Interest in Medical Research, Education, and Practice* released April 2009
 - Macy Foundation Conference *Continuing Education in the Health Professions* 2007



AAMC RECOMMENDATION REPORTS

- AAMC (several Tasks Forces, recommendation reports)
- *U.S. Medical School Policies on Individual Financial Conflicts of Interest: Results of an AAMC Survey; Susan Ehringhaus, J.D., and David Korn, M.D., Sept 2004*
- *AAMC Task Force on Industry Funding of Medical Education; June 2008*
- *Implementing the Recommendations of the AAMC Task Force on Industry Funding of Medical Education: A Selected Policy Compendium 2008*



EXAMPLES OF COMMON SOURCES FOR COI

- Technology and equity interests: patents, royalties, marketing
- Endowed chairs and other departmental endowments
- Funding of post doctoral fellowships
- Gift funds
- Officers or other institutional employee positions on Boards



QUESTIONS FOR CONSIDERATION IN EVALUATING INSTITUTIONAL COI

- What are the current relationships does an institution have that could affect its mission?
- Are these relationships disclosed?
- Are there policies and procedures in place that identify potential sources of COI?
- What are the expectations for leadership and employees (faculty and staff) with respect to reporting, compliance and review?



QUESTIONS FOR CONSIDERATION

- Does institutional COI –real or perceived– compromise public trust?
- How should the healthcare community manage potential COI to maintain the integrity of the professions?
- How can the healthcare community educate the public and private sectors to critically analyze institutional COI and still foster new developments in healthcare?



RELEVANCE TO CME

- Continued efforts to manage COI both on an individual and institutional level to ensure independence in education
- Critically analyze institutional relationships for impact on proposed CME projects
- Advocate for education of faculty and staff about effective strategies for identification and management of COI and independent content
- Advocate to public and related private stakeholders about the integration of identification and management of institutional COI.



FUTURE IMPLICATIONS

- Organizations may need to re-evaluate the business models that have heavily relied on private/commercial funding as a major source of support for research and education
- Educate faculty, staff and students to critically analyze information about institutional conflict of interest so that it can be independently evaluated
- Reframe the focus of continuing medical education or CPD to reinforce the core values of the healthcare professions and maintenance of those competencies (ABMS MOC, etc)

