

Consulting Management Committee
Minutes: June 21, 2010

Attendees

Members: M. Aindow (Co-chair), J. Hepworth (Co-chair), A. DeBlas and T. Van Hoof.

Staff: S. Wetstone, E. Passan

Guest: Dr. X

The meeting was convened at 2:00 pm

1. Dr. X submitted a consulting request to make an educational presentation, which might be considered “promotional” since Dr. X has limited control over the content of the slides. University Y has received a grant from the pharmaceutical company to create and update slide decks on a variety of issues. University Y has screened a variety of faculty around the country to use these slides to provide presentations on these topics and provides Category 1 AMA credit hours for such presentations.

There were questions as to whether this would be considered a promotional activity. Dr. X was invited to attend this special CMC meeting and present a statement to help the committee understand this activity. He explained that he had heard about these presentations through a colleague (also an expert on Hepatitis B) and had approached the Communications company expressing his interest in delivering similar presentations. He applied for, was accepted to and went through their training course. The slides are prepared by University Y. Evaluations are filled out by attendees, and sessions are monitored to ensure that they are unbiased. Presenters are asked not to change slides but can add up to five if approved first by the program (University Y). University Y’s logo is prominently displayed on the slides, and the pharmaceutical company is displayed as the grantor. The slides are designed by experts across country independent of the pharmaceutical company. The audience is comprised of physicians, nurses and nurse practitioners who have an interest in specialty areas and receive updates of new developments and a review of established knowledge. University Y uses a Communications company to be responsible for logistics, payment and honoraria. Some of the medications discussed are products of the sponsor pharmaceutical company but other approved products are presented. Dr. X believes these presentations encourage referrals; that the slides are just a reminder of which topics to cover; that his knowledge is not on the slides but rather in the way he makes the presentation. After the presentation, he then conducts a question and answer session for about 15 minutes.

After Dr. X left the meeting, the Committee discussed the request. University policy requires that “consulting contributes to the continued development of the faculty member’s professional expertise or academic reputation.” Even though there is an unrestrictive grant from the pharmaceutical company to University Y, it was the intention of the company that speakers stick to contents of pre-approved and prepared slide presentations. The committee was not comfortable with the fact that there is little room for change of the presentation. Since Dr. X does not have significant control of the creation or modification of content, it is not clear that this activity would promote his professional development. On standard that might be used is to consider how the Senior Promotions and Appointment Committee would view these activities in evaluating professional development, c.f. invited speaker to Medical Grand Rounds.

Motion was made and seconded not to approve this activity. The activity does not sufficiently promote professional development because Dr. X does not have significant control over creation or modification of the slide presentation/content.

The CMC has placed revising its action #9 on the agenda for the next meeting with the thought that the Committee may wish to be more explicit about the intent of the action. In particular, the wording of the action may need to distinguish better between activities that represent marketing of a drug, device or service, and those that might simply not sufficiently contribute to one's professional development.

The committee adjourned at 2:30 pm.

Respectfully submitted by:
E. Passan