



**The Johns Hopkins Medicine
Policy on Interaction with Industry
Guidance for Industry-Supported Programs and Events**

The Johns Hopkins Medicine (JHM) Policy on Interaction with Industry (IIP) was adopted in 2009 in recognition of the importance of effective and principled collaborations with industry that support our missions of research, education and clinical care. The IIP provides a framework for these activities so they are conducted in a manner consistent with the standards of excellence for which JHM is known. This framework ensures that all interactions with industry:

- Promote evidence-based, cost-effective clinical care
- Uphold the exercise of independent professional judgment and objectivity
- Avoid actual or perceived commercial promotion, marketing and endorsements
- Maintain the complete trust of our patients and the public
- Ensure transparency and consistency across JHM

The IIP applies to the Johns Hopkins University School of Medicine (SOM), the Johns Hopkins Health System (JHHS) and all the entities comprising the JHHS. It also applies to full-time faculty, staff and employees of the SOM, and full-time staff and employees of the JHHS and its entities. Part-time faculty, part-time employees, trainees, students, contractual medical staff and credentialed medical staff should abide by the IIP when on site, when representing JHM off site or when acting on behalf of JHM.

Definition of industry. In this Policy, “industry” refers to biomedical, pharmaceutical and medical device companies and companies that make other products used in the treatment of patients or the provision of medical care.

Industry support for JHM programs and events: The IIP provides specific parameters for industry support of JHM educational programs and other events (collectively, “programs”). These apply to all programs held on site, under the auspices of JHM or using the name of any JHM organization. *Industry funds may not be used to support internal meetings, retreats or social events.* For all other programs, the following parameters apply:

- Industry support should be in the form of an unrestricted grant with the company having no other role. There should be no expectation that commercial sponsors will receive anything in return for their support other than an appropriate acknowledgment.
- Industry support should be acknowledged with a simple, neutral statement (“This program is supported with a grant from ABC Company”). Companies should be recognized by name only and commercial logos should not be used.
- JHM should control all content and materials, the selection of speakers and the invitations to attendees.

- No industry marketing or promotional material should be distributed or displayed. Program materials should not include product advertisements. There should be no commercial branding on items used or provided in connection with the program.
- Levels of sponsorship should be avoided.
- Companies should not provide any gifts, regardless of value, to attendees, organizers or speakers (entertainment is considered a gift). No pharmaceutical or other samples should be provided.
- The company should provide no separate food. JHM may use a portion of the unrestricted grant funds for food as long as it is clear that this is provided by JHM.
- Educational programs must follow ACCME standards for commercial support.
- Speakers should disclose any financial relationships with industry.
- Any industry-provided travel funds should be administered by JHM or an independent third party.

Exhibits and involvement of industry representatives: The IIP generally discourages the presence of industry representatives at JHM programs.

- Industry speakers are handled on a case-by-case basis and should be invited only if they are presenting unique and essential medical content not available from a non-industry source.
- Industry scientists may attend JHM educational programs if they pay the full registration fee.
- For programs targeting patients, attendance of industry representatives is strongly discouraged.
- Commercial exhibit tables
 - A separate fee should be charged for exhibit tables, and those funds should be kept separate from unrestricted grant funds.
 - Exhibits may not be in the program space, and attendees should not have to walk through exhibits to reach the program. Exhibits should be in an area clearly separated from the program, avoiding prominent locations such as by the registration table or refreshments. All exhibitors should be treated equally to avoid any appearance of favoritism.
 - No marketing or promotional material should be provided or displayed, and industry representatives should not engage in sales or promotional activity.
 - Exhibitors should not provide any food, gifts or entertainment, regardless of value.

Additional information: The IIP is administered by the SOM's Office of Policy Coordination (410-361-8667). For questions, contact: Mary Ann Dunlay, Director of Interaction with Industry, at 410-361-8669 or mlesnia2@jhu.edu. The entire policy is online at http://www.hopkinsmedicine.org/Research/OPC/Policy_Industry_Interaction/policy_interaction_industry.html.