

MEMORANDUM

TO: All Faculty of the Keck School of Medicine of USC, USC School of Dentistry and USC School of Pharmacy

FROM: Carmen A. Puliafito, M.D., M.B.A.
Avishai Sadan, D.D.S
R. Pete Vanderveen, Ph.D.

DATE: November 2, 2009

SUBJECT: Relationships with Industry

The Keck School of Medicine of USC, the USC School of Pharmacy and the USC School of Dentistry support meaningful interactions and collaborations with Industry. These partnerships through the years have led to the discovery of new knowledge and the development of innovative therapies, which have directly benefited the patients we serve.

However, under no circumstances can we allow these collaborations to have or appear to have improper influence over our core missions of education, research and patient care. As such, we have supported the development of expanded university policy to guide faculty and staff in their interactions with industry. The Relationships with Industry Policy first adopted in January 2008 has now been updated and takes into consideration recommendations from the Association of American Colleges and the American Medical Student's Association. We want to thank the Academic Senate and the USC Healthcare Compliance Committee for their diligent efforts in assisting us with the updating of this policy.

We have attached a copy of the updated policy for your review. Please pay particular attention to new guidance in the following areas:

- **Disclosure of Consulting Arrangements:** Beginning January 1, 2010 these arrangements must now be disclosed, reviewed and approved prior to initiating service to ensure that they do not present a conflict of commitment or conflict of interest. In addition, they must be disclosed to students, residents and fellows when relevant.
- **Industry Sponsored Speaker's Bureaus:** These arrangements are strongly discouraged as they are defined by federal regulations as part

of Industry's marketing activities. In all industry sponsored speaking arrangements, faculty must remain in control of the content presented and ensure that the information is based on the best scientific evidence available.

- **Gifts and Free Meals:** Gifts from Industry may not be accepted. Food delivered by or paid for by Industry marketing representatives is defined as a gift and may not be accepted.
- **Industry Donations of Equipment/Devices/Supplies:** These donations must be managed by the School and will require approval from the Office of Compliance.

Our faculty's academic pursuits – your academic pursuits – are the heartbeat of our university. Collaboration with faculty colleagues and with industry is vitally important to the scholarly work that you do. Just as important is your thoughtful cultivation of such relationships to ensure that all such activity is in compliance with the new university policy.

We will be sharing additional communication on this topic around campus in the weeks ahead and will be offering education on the specifics of this policy. Please relay any questions to the Office of Compliance at 213-821-5420.

Thank you for your prompt attention to the important issues surrounding our relationships with industry.

Attachment