Purpose of these guidelines

Since its creation, the School of Veterinary Medicine has worked closely and cooperatively with industry and other corporate partners to provide many enhancements to the School and to enrich our educational, research, and clinical programs. These relationships continue to be very important to the School’s success and we are appreciative of the support.

In recent years, much attention has been given to the nature of the relationships between corporate entities and health care, including academic health sciences. In 2011, the UW-Madison Health Sciences Council established a policy (available upon request) to ensure that these relationships and interactions minimize potential conflicts of interest for our faculty, staff, and students and our respective educational, research and clinical programs.

This document is intended to provide a concise set of guidelines to assist company representatives and School of Veterinary Medicine faculty, staff, and students in their interactions to ensure they follow the campus policy. This document reflects changes that were made to the campus policy in early 2014 to better reflect the unique educational needs of veterinary medicine students.

Definitions, abbreviated

A. Student: All individuals enrolled in courses offered by the SVM or completing a course of study as a trainee/fellow within the SVM (i.e., including interns and residents and veterinarians completing continuing education).

B. Faculty and Staff: All individuals holding employment at the SVM.

C. Industry or Industry Representatives: Manufacturers, servicers, and other vendors of pharmaceutical, medical and veterinary medical devices and supplies, commercial products, and medical and veterinary medical testing companies and their employees, representatives, agents, and vendors.

D. Gifts and services to faculty, staff and students: Gifts and services to faculty, staff, individual students and student organizations include any item or service of value and include, but are not limited to, pens, food and beverages, back-packs, items of clothing, books, sporting/concert tickets, etc.

Specific Programs

Pet food feeding program:
Pet food production companies can continue to donate foods to the teaching hospital for patient feeding and to the SVM SCAVMA for subsequent sale to students, faculty and staff as a fund-raising mechanism to enhance student education and to provide students with a wide exposure to currently available products. Access to this program will remain widely available to an array of manufacturers who comply with the UW-Madison HSC “Policy on Interactions with Industry in
the Educational Setting” and with significant discount to SCAVMA and with no restrictions on SCAVMA’s use of the funds generated. SVM SCAVMA will determine the rate of significant discount, with support from the SVM Dean and/or his/her designee.

Pharmacy Fair:
A “Pharmacy Fair” will be held up to twice per year within SVM facilities to educate students (and faculty/staff) about products available in the marketplace. These events are open to any interested companies who comply with the UW-Madison HSC “Policy on Interactions with Industry in the Educational Setting”, but companies may not provide food, enticements/gifts, product giveaways or other items of personal value. Educational displays and information are permitted in the form of table-top presentations and may include the use of company logos.

Policies of particular relevance

- **Gifts:** Students, faculty and staff may not accept gifts, including food, from industry or industry representatives. This policy pertains to on-campus as well as off-campus events, e.g., entertaining interns, residents, or students at dinner at a restaurant.
- **Product samples:** Students, faculty and staff may not accept samples of medicines or other products from industry or industry representatives for the purpose of further distribution to students.
- **Student representatives:** Students or trainees may not be employed by a company to serve as their representative. If a company is interested in presenting an educational seminar to DVM students, companies can contact leadership from specific student organizations through SCAVMA or through the Office of Academic Affairs to identify appropriate venues or club meetings.
- **Direct provision of educational programs:** Individuals employed by a company can provide seminars, lectures, and programs that significantly enhance the instructional programs of the SVM. This has been an historical partnership between industry and the SVM which we hope will continue, as it serves a very important role in the education of our DVM students. Consistent with past practice, however, such programs must have an educational focus; presentations that focus on and/or promote a product, device or service are not permitted. The individual’s potential conflict of interest because of their employment by (or payment to present by) a commercial for-profit entity must be disclosed in any written materials distributed and orally at the start of their presentation.
- **Financial support of educational programs:** Industry and industry representatives with an interest in the financial support of SVM courses and programs are encouraged to do so through contributions to a general educational enhancement fund. Such contributions will be made through the University of Wisconsin Foundation and recognized through a written acknowledgement of the company in materials regarding the fund. No company may have the ability to deny participation by any other company or organization, nor may they stipulate the specific use of the funds. Company logos can be used to acknowledge the donation and support of these companies at the educational program.
- **Financial support of non-educational programs:** Industry and industry representatives may provide financial contributions for non-educational student events (e.g., new student orientation, classroom-to-clinics promotion ceremonies, etc.) as long as the contribution does not name the event or a component of the event. E.g., The (company name) Awards
Banquet, or (company name) New Student Orientation Breakfast. Industry donors will be recognized with all donors to the event consistent with UW Foundation policies.

**Meeting with SVM faculty/staff (collectively identified as “faculty” in the following)**

- When visiting the SVM, industry representatives should check in at UWVC reception, Dean’s Office, or Office of Academic affairs;
- As veterinary medical students will need to make specific product choices immediately following graduation, the environment where a student can observe a faculty member talking with a company representative regarding product choice for clinical use/marketing can be an excellent learning opportunity in their clinical education. Educational discussions regarding product mechanism of action, clinical indications, side-effects, etc. are also great opportunities for students to learn more about specific product choices, as long as they take place within the guidelines of this policy. A faculty member must be present when SVM students meet with industry representatives;
- Information that is of high priority for wide faculty awareness, e.g., toxicity with a pharmaceutical product that poses a potential patient risk, should be transmitted promptly to the UWVC pharmacist for rapid and wide distribution, rather than relying on individual person-to-person communication with individual faculty members.

If you have any questions regarding these guidelines or the campus Health Sciences Policy, please contact the SVM Dean’s Office at 608-263-6716.