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| <b>UNIVERSITY OF OKLAHOMA HEALTH SCIENCES CENTER<br/>OU PHYSICIANS<br/>POLICY AND PROCEDURES</b> |                                  |
| <b>Policy Name:</b> Relationships With Vendors   |                                  |
| <b>Department:</b> Administration  | <b>Subsection:</b>               |
| <b>Policy Number:</b> ADM8   | <b>Page:</b> 1 of 7              |
| <b>Effective Date:</b> 8/16/2005   |                                  |
| <b>Review Date:</b> 12/16/08   | <b>Revision Date:</b> 12/16/2008 |

***STATEMENT OF PURPOSE:***

The purpose of this policy is to ensure that OU Physicians (OUP) maintains ethical working relationships with vendors in accordance with state ethics laws, federal regulations, guidelines of professional and industry organizations, and the ethical standards of medical professionals.

Responding to a public perception of bias in medical decision-making introduced by the interactions of medical personnel with vendors, the Accreditation Council for Graduate Medical Education (ACGME) in September, 2002 charged all residency training programs in the United States with developing policies to guide interactions of physicians and residents with medical vendors. More recently, the Association of American Medical Colleges (AAMC) has published guidelines on "Industry Funding of Medical Education" with a target date for implementation of July 1, 2009. Additionally, the Pharmaceutical Research and Manufacturers of America (PhRMA) has promulgated a new Code and restrictions on industry-physicians interactions which will become effective in January of 2009.

***STATEMENT OF OBJECTIVE:***

Our primary objective is to maintain the highest quality of care for all of our patients. The goal of this policy is to ensure that interactions with vendors are focused on informing OUP physicians and staff about available products and services, providing scientific and educational information, and supporting medical research and education, while minimizing sources of bias and eliminating inappropriate influences in medical decision-making that can result from our interactions with them.

***SCOPE:***

This policy applies to all members of OU Physicians and their staff, and to residents in training while under their supervision.

***DEFINITIONS:***

OUP Clinics – any location or area that functions under the name of OUP or is instrumental to the practice of members of OU Physicians.

Vendor – any corporation or entity external to OU Physicians which provides or may provide goods or services for administrative or clinical operations. This includes (but is not limited to): pharmaceutical organizations, home health care agencies, hospice organizations, durable medical equipment providers, laboratories, office supply (copiers, office equipment, etc.) organizations, consultants, etc.

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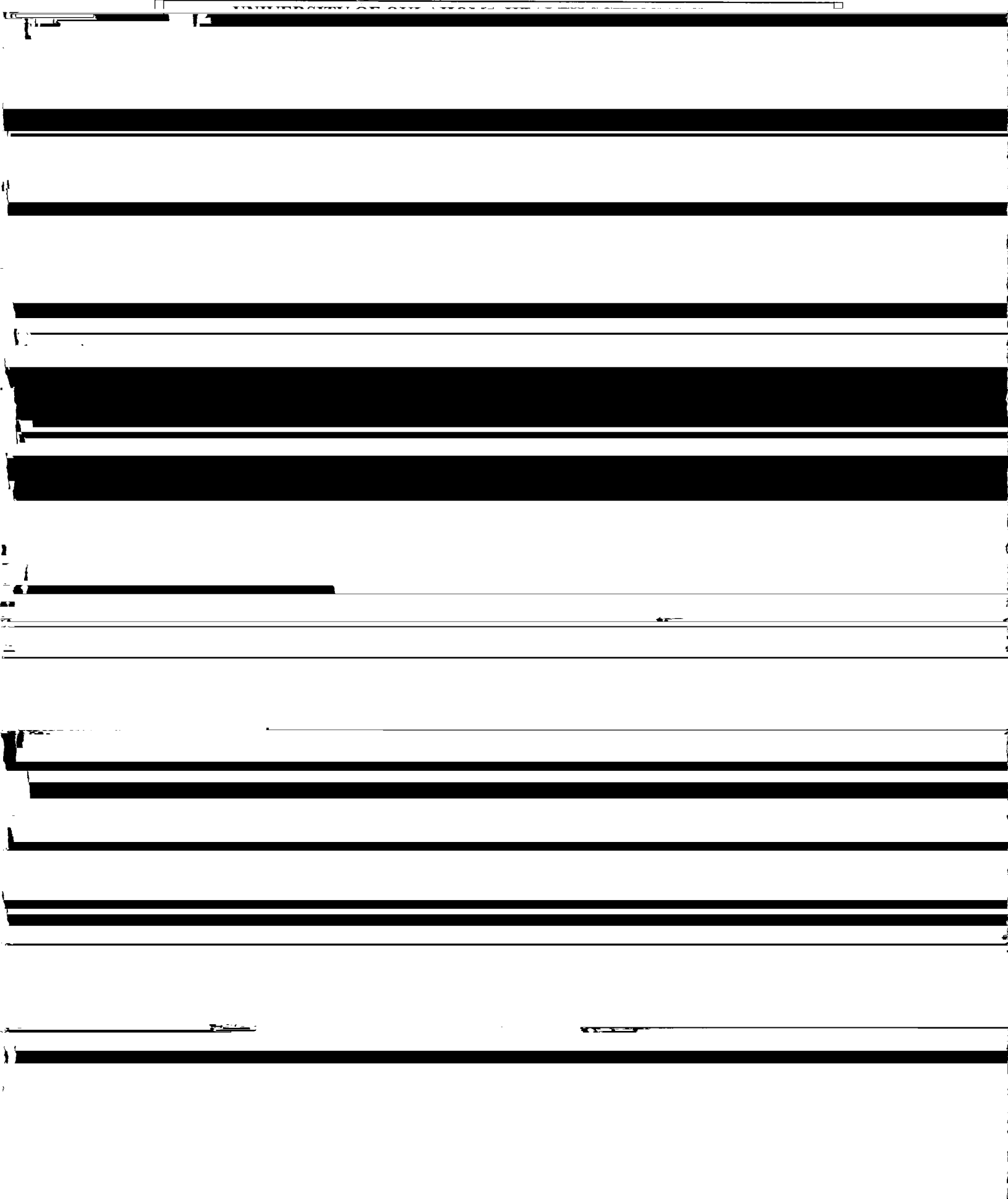
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***OPERATING PROTOCOL:***

- A. OUP physicians and staff will comply with the Oklahoma State Ethics Rules, which shall supersede this policy if there is a conflict.
- B. **Access** - To protect patients, patient care areas and work schedules, access by pharmaceutical and vendor representatives to individual physicians should be restricted to nonpatient care areas and nonpublic areas and should take place only by appointment or invitation of the physician.
- C. **Educational Programs** - Presentations, educational programs, and training by industry



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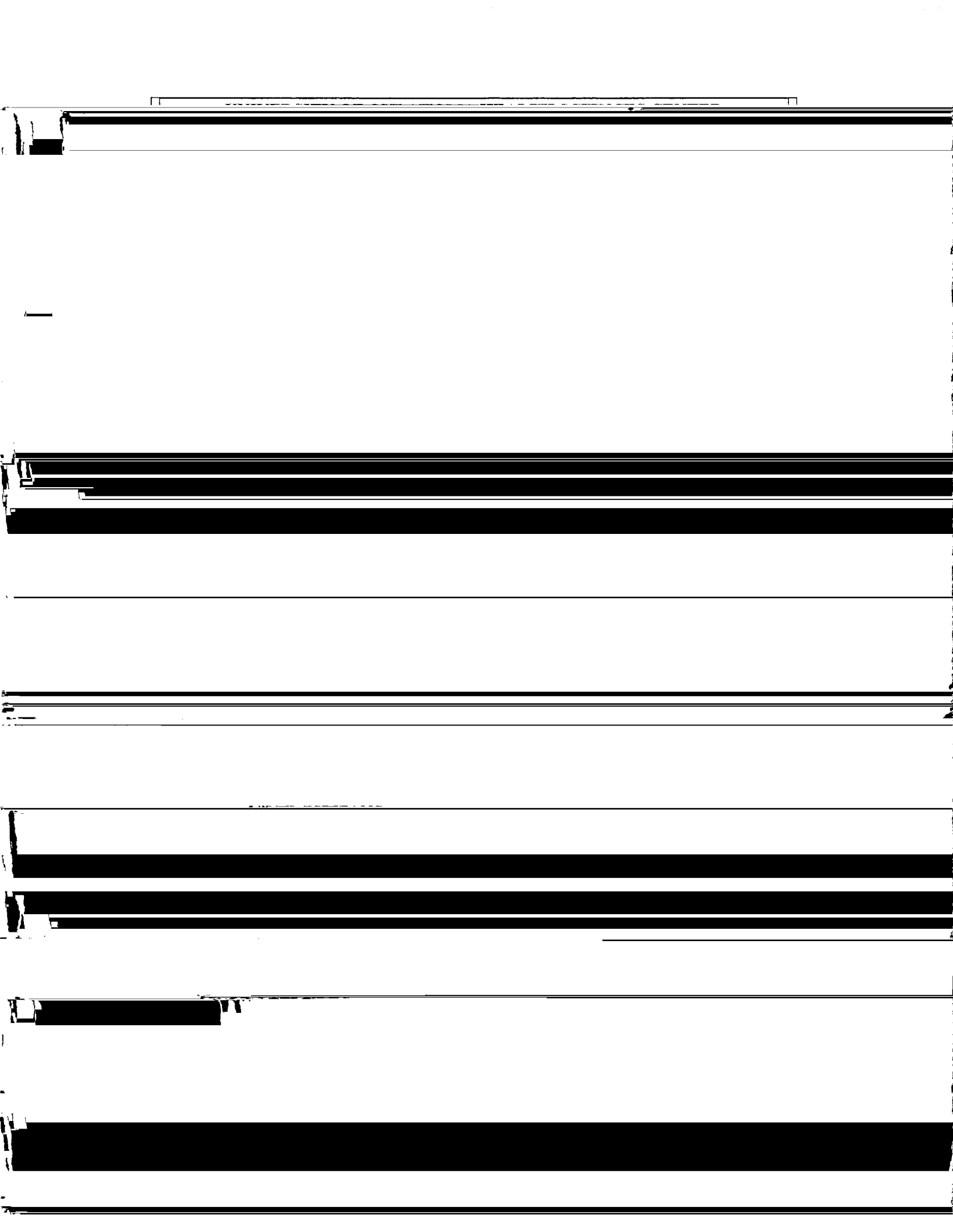
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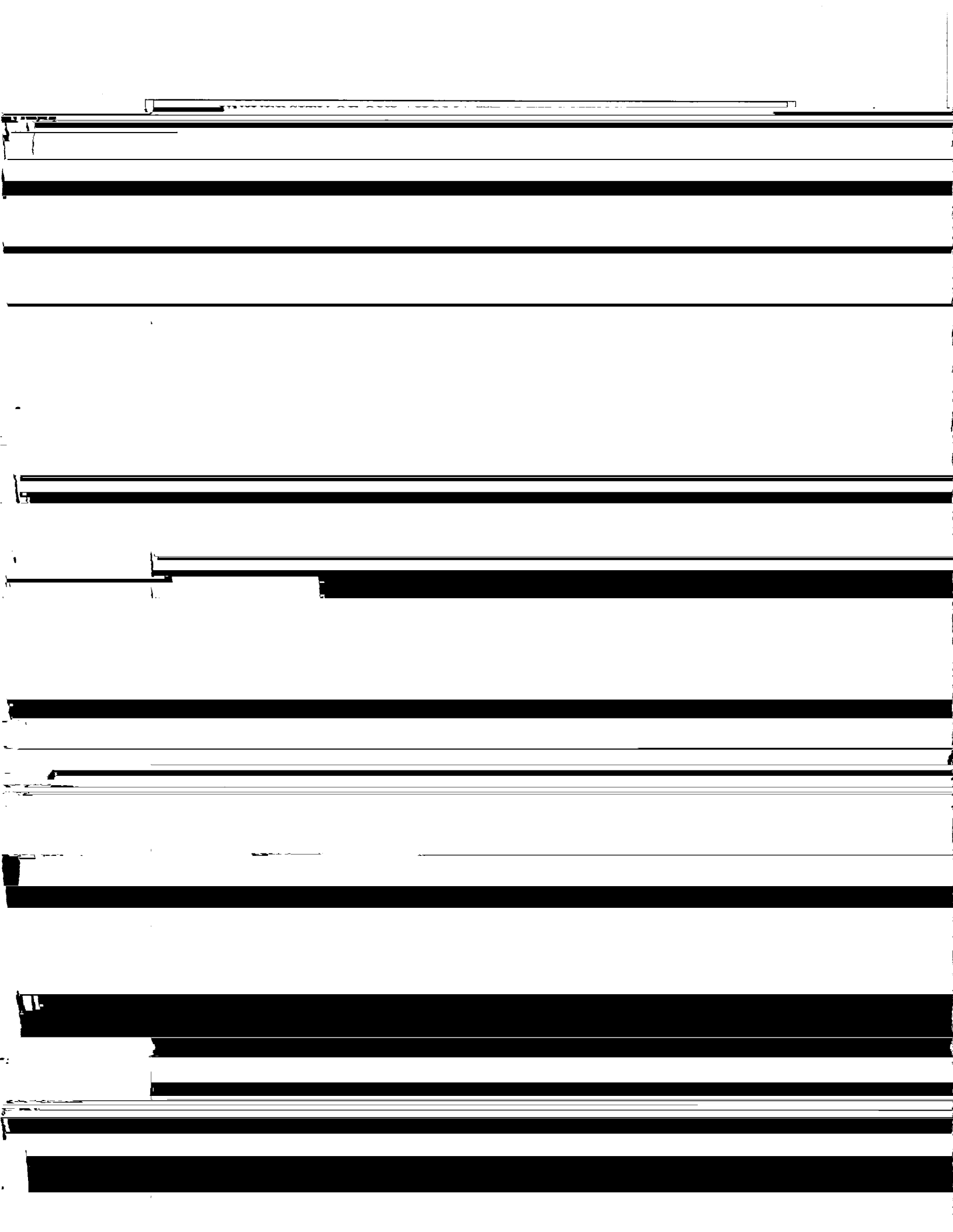
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