



SUFU Conflict of Interest Policy May, 2014

Definition:

- A. Conflict of Interest (COI):** A conflict of interest is a set of circumstances that creates a risk that professional judgment or actions regarding a primary interest will be unduly influenced by a secondary interest. Conflicts of Interest (COIs) are relationships or associations with organizations, persons, corporations or enterprises that may affect or be perceived to affect one's judgment or decision-making.

Conflict of interests may be Financial or Intellectual:

Financial COIs exist when an individual is in or may reasonably be perceived to be in a position to gain or suffer financial loss as a result of an action, deliberation or recommendation of the society.

Intellectual COIs exist or may exist as a result of competing scientific beliefs, competing academic institutions, societies or publications. Such COIs may be self-declared (e.g. competing beliefs) or be evident upon appropriately executed disclosures (academic affiliation or editorial responsibility).

Goals:

- 1) To develop COI Policy for SUFU Executive Committee Members
- 2) To develop COI policy for Participants of SUFU events
 - a. Invited Speakers
 - b. Research presenters (abstract, poster, podium)
 - c. Moderators
 - d. Meeting Program Chairs/Planners

Rationale:

- B.** Relationships between healthcare personnel and Industry or other business ventures can be beneficial to all parties. However, the potential for misconduct either willful or unintentional does exist and can cause bias, misrepresentation of data, result in an impression that a reputable provider (or SUFU itself) lends endorsement of product or company, result in a negative impression of a product

or company. **It is important to note that the existence of an actual or apparent COI does not imply fault or wrongdoing on the part of an individual.**

- C. SUFU recognizes the necessity to have a COI policy that ensures proper balance, independence, objectivity and scientific rigor in governance and in educational, research, health policy, and all other activities sponsored by the SUFU. Careful compliance to the COI policy will inspire confidence, will avoid both actual bias and the appearance of bias, and more likely comply with legal and regulatory standards.

The purpose of this COI Guideline is to minimize the risk that COI may have while also preserving and maintaining the ability for SUFU members to interact with Industry by:

- 1) providing transparency
- 2) establish the roles that key SUFU members may play with regards to SUFU activities while hoping to minimize COI situations (exposures)

The potential for COI and the potential impact that COI may have is influenced by the members level of Involvement within SUFU and the type of relationship he/she has with Industry.

Accordingly, the following represents the different levels of SUFU member involvement and the amount of disclosure and limitations posed by SUFU in the hopes of minimizing COI impact on SUFU educational activities.

- 1) SUFU Executive Committee
 - a. Full disclosures on annual basis, to be made public to SUFU membership
 - b. No promotional program during the meeting (ex: industry sponsored lunch talks)
 - c. No promotional program during or after hours during the span of meeting.
- 2) SUFU Meeting Program Chairs/Planners
 - a. Full disclosures, to be made public and to be reported at time of any presentations
 - b. No promotional programs during working hours of the meeting
 - c. No promotional program during or after hours during the span of meeting.
- 3) Invited Speakers (Plenary, Keynote, State of the Art, Judges, Panelists, Workshop Speakers, etc...)

- a. Full disclosures to be made public and to be reported at time of any presentations
 - b. No promotional programs during CME Sessions.
(Promotional programs during non-CME time such as product theaters etc... are permitted)
- 4) Moderators, Award Winners, Research Presentations (Poster, Podium)
- a. Full disclosures to be made public and to be reported at time of any presentations

Enforcement and Sanctions

Procedures to Enforce. The SUFU" Executive Committee" is charged with the responsibility to consider alleged violations of the disclosure requirements and other provisions of these Guidelines, to investigate complaints of such violations, and to recommend appropriate sanctions to SUFU Board of Directors.

Penalties. Unexcused failure by any individual to comply with the requirements of these COI rules and procedures will disqualify such individual from participation in SUFU committee, educational or similar activities until rectified. Repeated or egregious violations including willful failure to disclose relevant information may lead to expulsion from membership.