



American Academy of  
Hospice and Palliative Medicine

## Policy for Commercial Support from Industry

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Effective: October 7, 2000  
Revisions: May 5, 2003; November 6, 2008

The American Academy of Hospice and Palliative Medicine (AAHPM) has a responsibility to maintain trust, credibility, and integrity with its members and the public. This is particularly critical regarding relationships between the AAHPM and commercial interests, which has been defined by The Accreditation Council for Continuing Medical Education (ACCME) and other groups as entities producing, marketing, re-selling or distributing health care goods or services used in conjunction with patient care. According to ACCME, a commercial interest is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.

AAHPM is committed to maintaining ethical relationships with commercial interests involved in research, development, production, or marketing of pharmaceuticals, medical devices, and medical equipment. The Academy recognizes that numerous medical and technological advances are often developed and disseminated through industry supported initiatives, and many of these advances benefit patients. At the same time, AAHPM affirms the importance of unbiased medical decisions making, and acknowledges that unfettered relationships with commercial interests can either introduce potential bias into decision-making, or create an adverse perception among AAHPM members or the public that such bias may exist. This policy seeks to balance the benefits and risks of relationships between AAHPM and commercial interests in a way that will ultimately benefit patients.

AAHPM will collaborate with commercial interests if such activity is deemed helpful to advancing the Academy's core purpose as outlined in its vision statement, mission statement and strategic plan. All AAHPM relationships with commercial interests must be consistent with the principles outlined in this policy statement, ACCME guidelines and related industry standards.

AAHPM will accept support from a commercial interest only if acceptance does not:

- Pose a direct conflict of interest or ethical concern
- In no way adversely impacts the objectivity of the Academy and its members, activities, programs, or employees
- Does not influence AAHPM policy or decision making
- AAHPM retains control over editorial and programmatic content including final review and approval

Commercial support within AAHPM shall be accepted only with a clear identification of the commercial interest's and Academy's expectations or anticipated benefits<sup>1</sup>. The terms, conditions, and

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<sup>1</sup> Expectations and benefits include, but not limited to grants, expenses, fees, acknowledgements, logo placement, market research, advertising and promotion of the Academy, corporate supporter or products.

purposes pertaining to commercial support will be documented by a signed letter of agreement between the commercial interest and AAHPM.<sup>2</sup>

Grant requests from outside the Academy will be initially prepared by staff for review by the appropriate AAHPM Committee or Task Force whose programs or projects would be supported by a grant. Review must include a detailed examination of the grant for compliance with guidelines, industry standards, potential conflicts of interest or unintended influence. The recommendation of the committee or task force will be considered by the appropriate Strategic Coordinating Committee and if approved, forwarded to the Board of Directors for final review and approval prior to acceptance of funds.

The Academy's CEO shall review and approve all documentation pertaining to commercial support. Commercial support associated with CME programs will also be reviewed by the Academy's Director of Education. AAHPM commercial support guidelines, policies and practices will be updated and examined annually by senior staff and recommendations for enhancements will be provided to the Board or an appointed Task Force. Ultimately, the Board will decide whether to accept and approve these recommendations. All relationships outside of direct advertising within select publications and exhibiting shall also be reviewed or by approved by the Board or a designated group. All commercial support will be acknowledged consistently and comply with ACCME guidelines.

Commercial support provided through unrestricted grants or funds in conjunction with the following activities has been deemed generally **appropriate/acceptable**:

- Conferences and courses developed independently by AAHPM at pre-determined recognition levels (as opposed to specific sessions or tracks)
- Space to demonstrate products on site at an educational meeting – within a designated and defined space -- with no CME provided (e.g., exhibit areas, product theaters)
- Satellite educational symposia opportunities independently developed by a third-party CME provider that do not compete with AAHPM programming (comply with standards outlined by ACCME)
- Scholarships based upon need to attendees selected by AAHPM that helps to offset the cost of attending an educational program
- Educational products or enduring material created by AAHPM (free from direct influence or involvement from industry)
- Public or professional awareness programming, including outreach and educational initiatives to public and professional audiences
- Workforce studies and/or related initiatives

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<sup>2</sup>AAHPM abides by all requirements of the Accreditation Council for Continuing Medical Education (ACCME) *Standards for Commercial Support for Continuing Medical Education* (September 2004, 2006, 2008); the AMA *Opinion 8.061: Gifts to Physicians from Industry*; the AMA *Opinion 9.011: Continuing Medical Education*; the Advanced Medical Technology Association's (AdvaMed) Code of Ethics (September 2003); and *PhRMA Code on Interaction with Healthcare Professionals* (July 2002, August 2008)

- Leadership development/training efforts and events (e.g., junior faculty programs, mid-career physicians mentoring, etc.)
- Poster or papers awards (identified by independent reviewers/content experts)
- Fellowship activities and related administrative expenses
- Research and quality initiatives

Commercial support in conjunction with the following activities may be considered generally **inappropriate/unacceptable** and therefore would require case-by-case review and approval by the Board:

- Networking programs and resources sponsored by AAHPM Special Interest Groups
- Activities associated with an Industry Relations Council to increase interaction and dialogue between industry representatives and Academy leaders

The following commercial support activities have been designated as **inappropriate/unacceptable**:

- Food and beverage events held in conjunction with AAHPM conferences and courses (receptions, breaks, luncheons, etc.)
- Tote bags distributed to attendees at AAHPM conferences and course
- Lanyards for name badges distributed to attendees at AAHPM conferences and courses
- Reusable water bottles or other give-away items distributed outside the designated exhibit area during AAHPM conferences or courses
- Recruitment of experts for a think-tank, clinical review panel or focus groups
- Development of position statements or consensus documents
- Surveys to members that would pertain to product development or use