

AMERICAN COLLEGE OF PHYSICIANS
FOUNDATION

POLICY

Title: Policy to Guide the Foundation in Developing Relationships with Industry

BOT Approval: 4/2006, 12/2008

Next BOT Review: 12/2011

Rationale

Accepting funding from external organizations for Foundation projects can help the Foundation pursue our mission to enhance professionalism and improve the health and welfare of patients through initiatives that provide patients with the information they need to understand and manage their health. This policy guides the Foundation in finding an appropriate balance between the opportunities and the risks of external funding arrangements.

Areas of possible concern in relation to industry funding of Foundation projects include:

- Are the company's goals for the project aligned with the Foundation's mission and goals?
- Does the project promote a particular product or brand?
- Is the company pursuing a hidden agenda?
- Is the company trying to influence content?
- Does the company understand what the Foundation stands for?
- Is the primary purpose of the project to benefit patients?
- Will being associated with the company hurt the Foundation's reputation?
- Will there be confusion about the roles and responsibilities of the company and the Foundation?
- Will there be confusion about how credit and control will be handled?
- What are the risks of entering into the relationship?
- Will the relationship compromise the Foundation's independence?
- Would the Foundation be comfortable with full public disclosure of the project ("front page" test)?

Policy

The following principles will guide the ACP Foundation in external funding arrangements:

1. All projects must be aligned with the Foundation's goals and must be designed to benefit patients.
2. The Foundation will evaluate each potential relationship based on the likely impact of the relationship on the Foundation's reputation.
3. The role of each organization in a relationship will be clearly defined prior to beginning the project.
4. The Foundation will be responsible for the creation of content and will retain editorial control and control over publication decisions for all funded projects.
5. The Foundation will be the sole owner of content and end-products for funded projects.
6. Project materials will clearly identify the funding source; project materials will not promote particular brands or products.

Procedure

Foundation staff will be responsible for evaluating potential relationships with external organizations based on the principles above.

Foundation staff will bring questions or concerns about potential relationships to the Foundation Executive Committee.

Project and promotional materials for externally-funded projects will contain clear identification of the funding source. Typically, this identification will be in the form of a written statement such as "Supported by a grant from XXX Company."

The Foundation's Executive Vice President will report on the Foundation's use of external funding to the Board of Trustees each year at the April business meeting.