

University of Wisconsin Madison
School of Veterinary Medicine (SVM)
Interactions with Industry
September 2022

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 December 2016 and September 2022 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:

For the School of Veterinary Medicine, knowledge of nutritional products plays a significant role in the management of obesity and specific diseases in veterinary medicine. For the School of Veterinary Medicine, it shall be permissible for pet food production companies to continue to donate foods to the teaching hospital for patient feeding or at a discounted rate to school-wide student organization for subsequent sale to students, faculty and staff. The dollars raised from

such sales would be commingled with all other fund-raising sources and distributed to student organizations for educational objectives. There would be no connection with the original source of the revenue. (This is a nationwide program at all schools/colleges of veterinary medicine and is not unique to the UW School of Veterinary Medicine.) This program at the UW-Madison School of Veterinary Medicine is not restricted to a single manufacturer, and will remain widely available to an array of manufacturers and products, to provide students with a wide exposure to currently available products. The majority of graduates from the DVM program will go into practice where they will make recommendations for food and/or sell it in their clinics. The educational benefit of exposing students to multiple pet food companies is integral to their education in companion animal nutrition.

Pharmacy Fair:

For the School of Veterinary Medicine, “Pharmacy Fairs” shall be permitted up to twice per year within School facilities so that students have an opportunity to learn about various products available in the marketplace. This is important exposure for students since veterinarians, at the day of graduation, are independent small business owners. Consequently, they must routinely interact directly with pharmaceutical/vaccine/device sales personnel and possess the knowledge and skills to make independent decisions on the purchase of pharmaceutical and biological products. However, such “fairs” shall be open to any interested companies, and companies shall provide no food, enticements/gifts, product giveaways or other items of personal value- only educational displays and information. The School of Veterinary Medicine may use industry logos in place of the company name according to standard SVM and WFAA recognition levels and guidelines.

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 serve as a representative for a company or organization as a paid position (although it is not required to be a paid position). If a company is interested in presenting an educational seminar to DVM students, companies can contact leadership from specific student organizations through SAVMA or through the Office of Academic Affairs to identify appropriate venues or club meetings. All student representatives must share their affiliation with the Office of Academic Affairs, and complete an agreement describing the expectations of the representative role with the Office of Academic Affairs. These agreements must be updated annually.
- **Direct provision of educational programs:** Industry partners may provide food as part of “Lunch and learn” seminars with students at the school. These presentations are educational in nature and the presentation must be reviewed in advance by staff in the Office of Academic Affairs. Any questions about content will be referred to faculty. These educational seminars have 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, such as "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.
- **Educational Conferences and Events:** Educational conferences and events that receive support or sponsorship from industry are allowable for SVM students, faculty, and staff. Major state, national, and international veterinary conferences are sponsored by industry partners and conference attendees receive branded items as part of registration fees (such as messenger bags, coffee mugs). In addition, faculty are often invited to present or lecture at the conferences and receive remuneration for their participation. Declining remuneration will prevent Wisconsin faculty from participating and will lower the visibility and prestige of our school.

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 Office of Academic Affairs at 608-263-2525, or Dean's Office at 608-263-6716.