

Johns Hopkins University School of Nursing

Policy on Speaking for Industry

Policy:

Faculty must retain full control and authority over professional material s/he presents and must not allow such communications or presentations to be subject to prior approval by any commercial interest other than approval for the use of proprietary information. Faculty should not participate in speaking engagements (whether under written agreements or otherwise) that would violate this policy.

Exception to this policy may be granted by the School of Nursing Dean or Dean's designee.

Background:

The principles of professionalism may be compromised through participation in Speakers' Bureaus. The activities of concern have the following characteristics:

- A company has the contractual right to dictate what the faculty member says.
- A company (not the faculty member) creates the slide set (or other presentation materials) and has the final approval for all content and edits.
- The faculty member receives compensation from the company and acts as the company's employee or spokesperson for the purposes of dissemination of company-generated presentation materials.

Any activity having one or more of the above characteristics is of concern whether or not it is labeled participation in a "Speakers' Bureau".

According to Crigger (2005) "Society has placed healthcare professionals in a privileged position and issues licensure for the healthcare provider to exclusively provide a service. Nurses are granted the rights and responsibilities of professionals. There are codes of ethics from many different professional groups; the ANA Code requires nurses to keep current and competent, but there is no indication that the pharmaceutical industry has a role in meeting this obligation. Therefore, nurses, ethically responding to their professional role, are responsible to provide continued education for themselves. Because pharmaceutical companies sponsor programs that are often promotional in nature, it is important...to seek...programs that are not supported by pharmaceutical companies and provide an unbiased discussion of treatment and patient care."

As Johns Hopkins University School of Nursing faculty it is:

Inconsistent to be a paid agent of a pharmaceutical company who is required to present company materials and, at the same time, act as the agent of the patient and the public;

Unprofessional and unethical to present a drug company's, or anyone else's, prepared materials as one's own;

Fundamental to maintain free and unhampered scientific inquiry and communication;

Essential to remain independent of commitment that would compromise the public trust.