

WVU SOM Graduate Medical Education

Vendor Interaction Policy (Institutional Requirement 4.12.)

I. Purpose

To establish standards governing interactions between residents, fellows, faculty, and industry representatives in accordance with the ethical principles of the American Medical Association (AMA), including the AMA Code of Medical Ethics Opinion (Gifts to Physicians from Industry) and related guidance on conflicts of interest.

WVU SOM GME is committed to ensuring that patient care, education, and clinical decision-making remain free from undue commercial influence.

II. Scope

This policy applies to all WVU residents and fellows in ACGME-accredited and non-accredited programs, and to program leadership when interacting with industry vendors, including but not limited to:

1. Pharmaceutical companies
2. Medical device manufacturers
3. Biotechnology companies
4. Diagnostic and equipment vendors
5. Third-party marketing or consulting representatives

III. Policy Statement

Interactions with vendors must:

1. Primarily benefit patient care and medical education.
2. Be free from real or perceived conflicts of interest.
3. Comply with WVU Health Systems policies, including Health Care Industry Representatives Policy
4. Comply with WVU Conflict of Interests Policy
5. Align with AMA ethical standards.
6. Trainees must not allow vendor relationships to influence prescribing, ordering, referral, purchasing, or educational content.

IV. Guidelines

A. Gifts and Meals

1. Residents and fellows should not accept personal gifts of any value from vendors.
2. Modest meals may only be accepted if:
 - a. They are incidental to an educational presentation.
 - b. They occur in a clinical or educational setting; and
 - c. They comply with institutional policy.

B. Educational Materials and Sponsorship

1. Educational materials must primarily benefit patient care or trainee education and must not be promotional in nature. Industry support for educational activities must be:
 - a. Fully disclosed,
 - b. Managed through appropriate institutional channels, and structured to maintain content independence.

C. Industry Representatives in Clinical Areas

1. Vendor access to patient care areas must follow WVU Medicine Policy on Health Care Industry Representatives.

D. Drug Samples

1. Distribution of pharmaceutical samples must follow WVU Medicine Policy on Health Care Industry Representatives.
2. Residents and fellows should not personally distribute samples without attending supervision.
3. Samples should not be used in a manner that promotes brand bias over evidence-based care.

E. Disclosure

1. Trainees must disclose any financial relationships with industry in accordance with WVU conflict-of-interest policies.
2. Disclosures may be required during presentations, publications, or educational sessions.

V. Prohibited Activities

A. The following are prohibited:

1. Acceptance of cash payments, cash equivalents, or gifts of more than nominal value.
2. Acceptance of entertainment, travel, or recreation, or gifts unrelated to legitimate educational purposes.
3. Participation in promotional activities that could reasonably appear to endorse a commercial product.
4. Allowing external vendor influence in formulary or purchasing decisions that is not in the best interest of patients.

GME Taskforce Approval: 8/6/26

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