

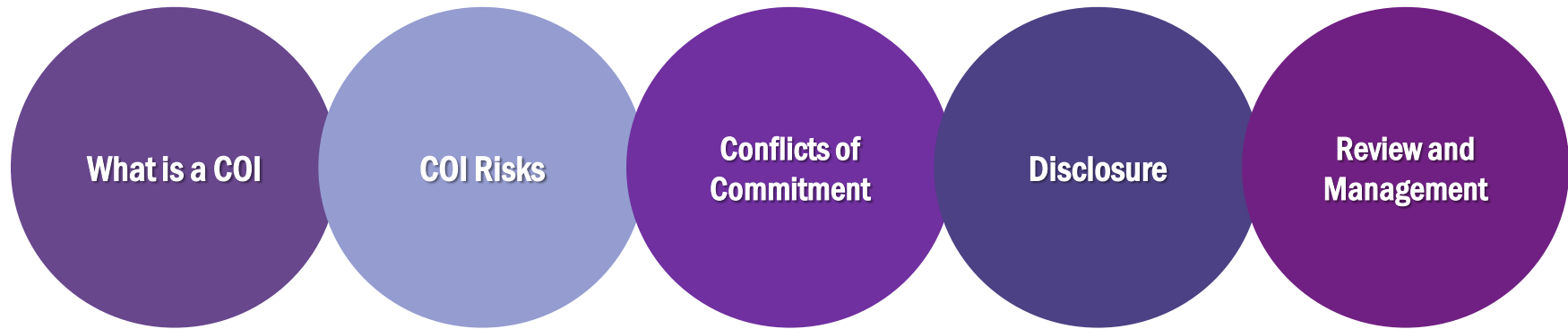
# SIU School of Medicine Conflict of Interest Training

May 13, 2019



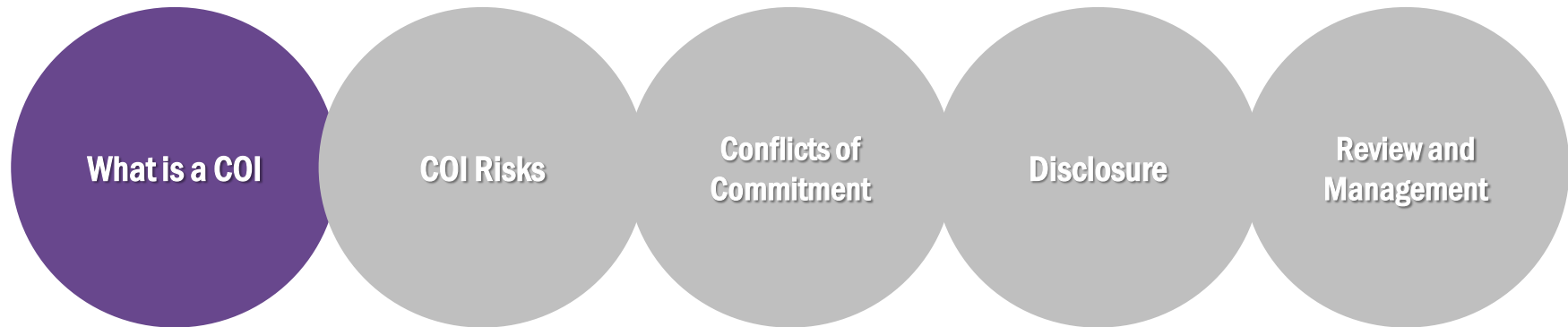
**SIU MEDICINE**  
FORWARD. FOR YOU.

# CONFLICT OF INTEREST TRAINING OBJECTIVES



- What is a Conflict of Interest (COI)?
- Why does COI management matter? What are the risks?
- What about Conflicts of Commitment?
- What should I do with my potential COI? Disclose it!
- How will my potential COI be reviewed and managed?

# WHAT IS A CONFLICT OF INTEREST?



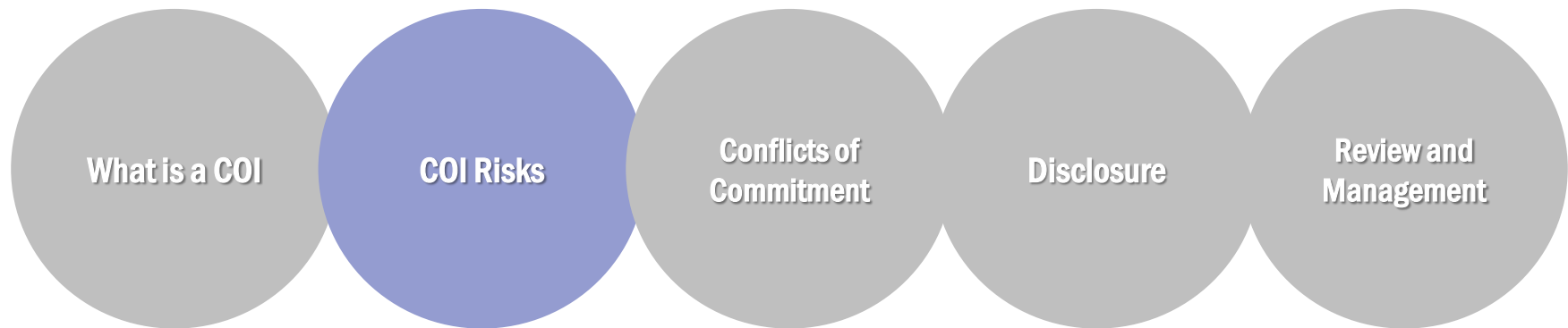
# WHAT IS A CONFLICT OF INTEREST?



- Conflicts of Interest: circumstances that can create a risk where professional judgement or actions regarding a primary interest will be unduly influenced by a secondary interest.
  - Primary Interests: promoting and protecting the integrity of research, the quality of medical education, and the welfare of patients.
  - Secondary Interests: financial interests; pursuit of professional advancement and recognition; and the desire to do favors for friends, family, students, or colleagues.



# COI RISKS



# WHY DOES COI MANAGEMENT MATTER? WHAT ARE THE RISKS?



- Patients and the public benefit when different players in the healthcare industry collaborate to coordinate care and develop new products for treatment.
- It is beneficial for SIU SOM when faculty and employees are viewed as experts and have opportunities to appropriately collaborate with industry.
- However, secondary interests can unduly influence professional judgment or create bias, threatening the integrity of research, the quality of patient care, the objectivity of professional education, and the public's trust in medicine. Additionally, some opportunities may be kickbacks in disguise.



# WHY DOES COI MANAGEMENT MATTER? WHAT ARE THE RISKS?



- A Drug Company Manager admitted that he and sales representatives induced physicians, advanced practice nurses, and physician assistants to prescribe Subsys by paying them to present during **sham “Speaker Programs.”**
  - The Manager told one provider that the more Subsys prescriptions the provider wrote, the more Speaker Programs the company could provide.
  - Speaker Programs were held at high-end restaurants and gathered licensed providers with the ability to prescribe to tell them about the drug.
  - “Speakers” were paid several thousand dollars for presenting at these dinners.



# WHY DOES COI MANAGEMENT MATTER? WHAT ARE THE RISKS?

- Lincare, a DME company, paid \$10 million and signed a Corporate Integrity Agreement to settle kickback and self-referral allegations.
  - OIG alleged that Lincare gave referring physicians sporting and entertainment tickets, rounds of golf, fishing trips, advertising expenses, office and medical equipment, golf equipment, meals, and gift certificates.
  - The kickbacks came disguised as **payments for consulting agreements** (e.g., Medical Director Agreements) with the referring physicians.



# WHY DOES COI MANAGEMENT MATTER? WHAT ARE THE RISKS?



- State and Federal laws may apply to certain types of COI
  - Stark Law
  - Anti-Kickback Statute
  - Illinois Governmental Ethics Act and the State Officials and Employees Ethics Act
  - University Faculty Research and Consulting Act



# WHY DOES COI MANAGEMENT MATTER? WHAT ARE THE RISKS?



The goal of SIU SOM COI policies, processes, and management is to protect the integrity of professional judgment, protect patients, and preserve public trust.



# TYPES OF CONFLICTS OF INTEREST



- Financial Conflicts of Interest
- Clinical Conflicts of Interest
- Research Protocol-Specific Conflicts of Interest
- Gifts and Entertainment
- Adverse Interest in a Supplier or Competitor
- Usurping Corporate Opportunities
- Academic Conflicts of Interest or Intellectual Bias



# CONFLICTS OF COMMITMENT



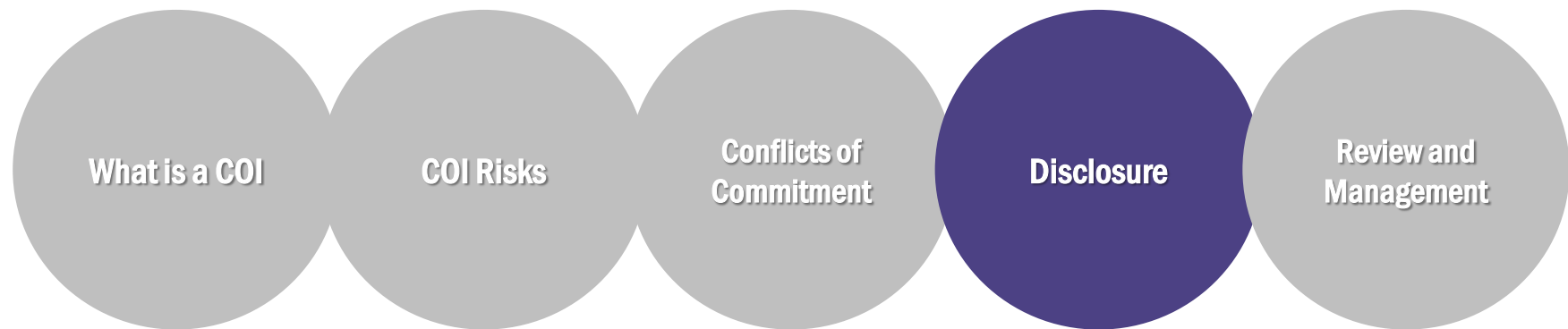
# WHAT ABOUT CONFLICTS OF COMMITMENT?



- A conflict of commitment arises when the external activities, whether compensated or not, of an SIU SOM employee are so demanding of time or attention that they interfere with the individual's primary responsibilities to the SIU SOM.
- Conflicts of commitment must also be disclosed and then submitted for review and management through the COI process. Similar to any COI disclosure, your supervisor, Director or Chair must be made aware as well.



# DISCLOSURE



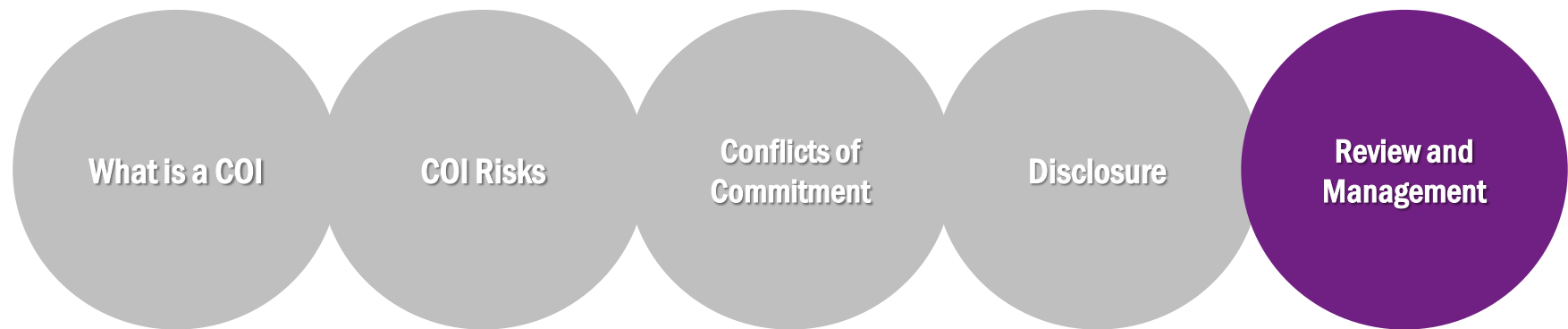
# WHAT SHOULD I DO WITH MY POTENTIAL COI? DISCLOSE IT!



- Disclose it and get **PREAPPROVAL**.
  - Note: Activities that are started without preapproval may be rejected and may leave the requestor subject to discipline.
- Annually, all faculty and employees must disclose all potential conflicts of interest and commitment.
- Intermittently and **BEFORE** beginning any potential activity (i.e., external employment, outside consulting), disclose any opportunities that arise during the year to your supervisor and then to the COI Committee for review at [coiadministration@siumed.edu](mailto:coiadministration@siumed.edu).



# REVIEW AND MANAGEMENT





# HOW WILL MY POTENTIAL COI BE REVIEWED AND MANAGED?



- Review: Your potential COI will be reviewed by a team including the Office of Compliance and Ethics, an Associate General Counsel, and a faculty member who is the Chair of the COI Committee.
- Administrative Approval: If your COI is deemed **low risk** and does not require a Management Plan, your request may be administratively approved by the team with COI Committee notification then occurring at the next meeting.



# HOW WILL MY POTENTIAL COI BE REVIEWED AND MANAGED?



- COI Management: If your COI is deemed **moderate risk** but may be managed, the team will work with you, your Department Chair or Director, subject matter experts as needed, and the COI Committee to approve it and develop a Management Plan to help monitor the relationship, mitigate possible risk(s), and prevent misconduct.





# QUESTIONS?



# THANK YOU!



## Additional questions? Contact us!

- Office of Compliance and Ethics
  - [compliance@siumed.edu](mailto:compliance@siumed.edu)
- External Compliance Hotline and Intranet
  - 1-800-910-6707
  - <http://www.siumed.edu/compliance>
- Shawn Wilson, CCEP, CHC
  - Assistant Director of Compliance & Ethics; [swilson39@siumed.edu](mailto:swilson39@siumed.edu)

