



## **PRINCIPLES GOVERNING CORPORATE SUPPORT OF AGA INSTITUTE PROGRAMS<sup>1</sup>**

The American Gastroenterological Association (AGA) Institute recognizes that it has many positive, beneficial relationships with the pharmaceutical and medical device industries that further the AGA Institute mission to advance the science and practice of gastroenterology. Accordingly, the AGA Institute adopts the following guidelines that should be interpreted in concert with similar relevant requirements of the Accreditation Council for Continuing Medical Education (ACCME) and the Food and Drug Administration (FDA) to govern our relationships with corporate supporters.<sup>2</sup>

### **General Principles**

1. Subject to the conditions expressed herein, the AGA Institute will accept funding (i.e., commercial support) from the pharmaceutical and medical device industries or other outside sources for educational, professional and scientific activities and publications.
2. The AGA Institute cannot explicitly endorse any product, brand, or company. Thus, the AGA Institute name or logo may not be used in conjunction with the name of a product or brand and may not be used in a manner that would express or imply an AGA Institute endorsement of the corporation or its policies. Participation in a specific corporate arrangement does not imply that AGA Institute will exert its influence to advance the corporation's interests outside the substance of the arrangement itself.
3. Any activity involving commercial support must have a clear, stated scientific or educational purpose consistent with the AGA Institute's mission. The AGA Institute will have final approval authority over the medical/scientific content and selection of project/program speakers, editors and authors. Interim drafts of materials that offer continuing medical education credit for health professionals will not be available to the commercial supporter. At the option of the AGA Institute, drafts of educational materials may be reviewed by the commercial supporter for the sole purpose of ascertaining conformance with any relevant FDA official product labeling.
4. If a medical writer is used to draft project materials, that person will be under contract to AGA Institute and will not have a financial relationship with the sponsor or its advertising agency.
5. All project authors, presenters, and editors must complete a financial disclosure form that notes financial relationships between them and the supporter or its competitors. This information will be disclosed to the end user or recipient of the project materials.
6. No promises or guarantees as to the content of project materials, reports, recommendations or opinions will be made. Unless otherwise designated, all such outputs will be identified as being those of the participants and not of the AGA Institute or the commercial supporter.
7. The AGA Institute will accept funds designated to enable physicians-in-training or non-physician scientists and healthcare professionals to attend AGA Institute educational activities. The selection of these individuals will be based on objective criteria approved by AGA Institute, and in no case on prescribing practices, device usage or other similar economic factors.
8. The activity must adhere to all applicable requirements of AGA Institute, ACCME, American Medical Association (AMA) and FDA.
9. All publicity related to a commercially supported project or program must be reviewed and approved by AGA Institute.

10. AGA Institute prefers multiple sources of commercial support for its educational, professional and scientific activities. Exclusivity of commercial support will be by mutual agreement.
11. Only individuals authorized by the AGA Institute National Office may solicit funding for AGA Institute programs or projects.

### **Acknowledgement of Commercial Support**

1. AGA Institute will acknowledge commercial support of all educational, publication or social activities, consistent with AGA Institute's professional image. Support will be acknowledged in the following format: "Financial support for this [publication, symposium, etc.] has been provided by [company name]." Circumstances may dictate that a different, but equivalent, statement may be used. The statement may be modified to indicate partial or multiple funding. A modest size corporate logo(s) may be included with the acknowledgement. This acknowledgement will be included in all announcements and articles about the project/product and on relevant materials such as packaging or book covers, as appropriate. Verbal announcements by AGA Institute and AGA Institute signs outside of meeting rooms can also be used. In addition, the following venues may be utilized:
  - Acknowledgments in AGA Institute reports to the membership.
  - Recognition ceremonies at social events.
  - Press releases announcing and acknowledging support.
  - Acknowledgement on AGA Institute's website.

Under no circumstances will a specific product be identified in any acknowledgement.

2. Institutional (i.e., non-product related) advertisements may be included in or distributed in conjunction with program or project materials with AGA Institute approval.

### **Project Management & Development**

1. One or more AGA members with expertise in the content of the activity will be appointed by the AGA Institute and will be responsible for the medical content and messages of the program. AGA Institute staff will manage the activity, including interaction with the commercial supporter.
2. The AGA Institute Governing Board or its Executive or other designated committee must approve all proposed commercially supported activities, based on a general description of the activity and its objectives.
3. A written agreement between the AGA Institute and the commercial supporter that includes the details of the project and the conditions that apply to it must be executed. If this agreement is provided by the supporter, it must be reviewed and approved by the AGA Institute.
4. Participation of other organizations in a given activity, including nonprofit organizations, will be by mutual agreement.
5. AGA Institute reserves the right to seek and/or accept other corporate supporters for activities related to the same general subject area as long as the specific activity does not duplicate any component of the current program.

### **Guidelines for Use of Product Graphics/Color**

1. Thematic product icons (e.g., cartoon stomachs) or other product logos may not be included in any program materials or announcements. Some companies utilize a particular color as a theme in their

branded advertising. An AGA Institute product developed via support from a company that uses color in this manner must use a different color scheme to avoid the appearance of a link between the product and AGA Institute.

### **Special Considerations for Projects that May Be Used in a Commercial Supporter's Advertising Campaigns**

1. If the supporter intends to use the project results in its marketing activities, this possibility must be disclosed to the AGA Institute before the project is initiated and it will be communicated to potential participants at the time they are invited to participate. If this is the case, the AGA Institute must review and approve such promotions in advance. AGA Institute must be given adequate time for this review.
2. When relevant, a conspicuous disclaimer to the effect that AGA Institute does not endorse specific brands or companies must appear in any news releases, advertisements or other promotional materials. AGA Institute must review and approved such materials prior to their release.
3. When relevant, promotional materials that (a) are based on or prominently feature the project, and (b) are aimed at the public or nonprofessional media should have a disclaimer that defines when the individual should seek professional medical advice.
4. All references to the project by the sponsor must accurately (as determined by AGA Institute) reflect the project findings, recommendations or opinions.
5. All project results (e.g., monographs, recommendations) will be made available to all AGA Institute members.

#### Footnotes

1. This policy was approved by the AGA INSTITUTE Governing Board, November, 2010 and replaces a previous policy approved May, 2008.
2. "Supporter" in this document refers to a company that provides funding for an AGA Institute project, product or activity. Paid advertising in AGA INSTITUTE publications is covered by other policies and is not considered in this document.