When School of Medicine faculty are asked by the drug or device industry to provide training to other physicians on new procedures, equipment, or devices, the following guidelines apply.

1. The activity must be governed by a formal agreement between Emory and the Company which is approved in advance by the Department Chair, the Dean’s Office, and Emory Healthcare, as appropriate. This activity cannot be conducted under a personal agreement between the Faculty Trainer and Industry.

2. If the Faculty Trainer has a financial interest in the industry sponsor, or has research that is related in any way to the sponsor, this must be disclosed to the Dean’s Office for review prior to engaging in the training activity.

3. Industry representatives cannot engage in sales, marketing, or promotional activities during, before, or after the training.

4. No sales or marketing personnel may be present in the training.

5. The company must invite the trainees to attend, although the Emory Faculty Trainer and his/her Department Chair reserve the right to review the list of attendees and select those for whom the training at Emory is suitable.

6. Any patient involved must be fully informed and must consent to participate in the training session.

7. The Faculty Trainer will elect to use the company device or equipment for a particular patient only if the decision is demonstrably evidence-based and is in the best interest of the patient.

8. The Faculty Trainer’s introductory comments must include the following information:
   a. The selection of the device or equipment is an evidence-based decision;
   b. The training activity does not imply an endorsement of the device by Emory University or Emory Healthcare, or by the Faculty Trainer; and,
   c. A description of the Faculty Trainer’s financial interest in the sponsor, if any.

9. The Faculty Trainer will present a balanced assessment of the clinical information and therapeutic options, and the trainees will be allowed to engage in a critical assessment and evaluation of the topic with the Faculty Trainer.

10. Emory’s name and marks will not be used in connection with the training event, other than citing the faculty member’s title.

11. Training materials cannot contain sales or marketing information, and should be restricted to the appropriate and necessary training documentation.

Please note: These guidelines do not replace the School of Medicine’s Industry and other Professional Relationships Policy Compendium which can be found at http://med.emory.edu/documents/policies/Industry_Relations_Compendium.pdf