Disclosure

Joyce Fried has no conflicts of interest to disclose relevant to this presentation.

Academic Do’s and Don’ts

Conference for New and Junior Faculty
September 16, 2016

Joyce M. Fried, Assistant Dean

Life Used to Be Much Simpler!!

Robert Fulghum
(1989)
## Potpourri of Rules, Policies, and Guidelines

- Health Sciences Compensation Plan
- Industry Relations Policy
- Sunshine Act
- Disclosure at Educational Activities
- Correct Use of Logos and Templates
- Gender and Power Abuse
  - Faculty Code of Conduct
  - Joint Commission Standard
  - LCME Standard
- UCLA Health System Disruptive Behavior Policy
- Statement on Abuse-Free Academic Community
- Sexual Harassment and Sexual Violence Policy
- Dating Policy
- Awards

## Health Sciences Compensation Plan

- APM 670, for faculty members appointed at >50% time in most academic series
- Strict rules about outside activities
- Outside clinical practice / moonlighting are forbidden
- Conflict of commitment is governed by APM 671
  - Outside activities categorized (eg, consulting for industry)
  - Annual reporting required
  - Income handled according to departmental bylaws
  - Thresholds for allowable time and income that may be retained
  - Questions to department chair and vice dean for faculty

## Industry Relations Policy

- No pens, no pizza policy
- Guidelines on Industry Activities for the David Geffen School of Medicine at UCLA and the UCLA Medical Enterprise (Nov. 3, 2006)
- Health Care Vendor Relations Policy (March 12, 2008)

## Key Vendor Practices That Create Conflicts of Interest

- Food and gifts, even small items
- Vendor-paid CME registration, etc.
- Vendor Speakers Bureaus and consulting fees
- Ghostwriting journal articles
- Drug samples
- Research grants
- Preceptorships
- Dinner meetings
UCLA Best Practices

- Sales rep access by appointment only and in patient care areas only when necessary
- No branded materials
- No gifts any time, any place
- Educational activities and meals can be supported only by unrestricted gifts to divisions/departments under ACCME rules

Resources and Documents

http://www.uclahealth.org/
Click on “About Us” and then “Industry Relations”

Physician Payment Sunshine Act

- The Act was passed by Congress at the urging of Senator Charles Grassley in an effort to increase transparency regarding relationships between industry, physicians and teaching institutions
- The Act requires pharmaceutical manufacturers and device companies to disclose to CMS payments to physicians* and teaching hospitals
  - Not every relationship and payment must be reported but it does include most

*MDs, DOs, DDS, DMDs, Podiatrists, Optometrists and Chiropractors

How does this impact you?

- You may hear this referred to as the Physician Sunshine Act or the Open Payments Regulations
- As a physician you are not required to report anything under these regulations.
- Industry must report payments for the prior calendar year to CMS by March 31 each year.
How does this impact you?

• For a short period (at least 45 days) after industry provides the information to CMS you will have an opportunity to review the information before it is made public.
  • If the information provided by industry is not challenged that is what will be made public.

How does this impact you?

• Why do you want to review the information?
  • There may be a difference in terminology that you may be asked to explain (honorarium versus speaking fee)
  • There may be a timing issue between what you reported on certain forms and what was reported under the Open Payments regulations
  • Industry may have it wrong and this could
    • Create what appear to be discrepancies between what you reported to UCLA and others
    • Result in attention from
      • Media
      • Regulatory agencies

Stats for submission regarding payments for 2015

• Total dollar value reported by vendors - $7,520,000,000
• Total records published - 11,900,000
• Total companies making payments – 1,456
• Total physicians with payment records – 618,931
• Total teaching hospitals – 1,116

Policy on Disclosure
Passed by the FEC on September 2, 2009

• All content providers in the School of Medicine must include at the beginning of any educational activity any disclosures of financial relationships and support from commercial interests that are relevant to the specific educational activity. Course chairs are responsible for assuring compliance with this policy for content presented within their courses.
Branding – Logos, Templates for Business Cards, PowerPoint, Stationery, and Other Resources

David Geffen
School of Medicine

http://identity.medschool.ucla.edu/downloads.cfm?id=68

Correct Use of Logos and Templates

http://identity.medschool.ucla.edu/

Issues of Workplace Behavior

• Gender and Power Abuse
• Mistreatment
• Bullying
• Microaggressions
• Civility
• Respect
• Professionalism
• Humanism

UCLA Well-Being Survey
(Students surveyed end of third year)

Have you personally experienced this type of mistreatment in the last year?

(Approximate N for each class = 160)
UCLA Well-Being Survey 2015

<table>
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<th></th>
<th>Physical</th>
<th>Verbal</th>
<th>Sexual Harass</th>
<th>Ethnic</th>
<th>Power</th>
<th>Total</th>
<th>%</th>
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<td>4</td>
<td>5</td>
<td>20</td>
<td>30.3</td>
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<td>13</td>
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<td>0</td>
<td>0</td>
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<tr>
<td>Total</td>
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<td>4</td>
<td>7</td>
<td>19</td>
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Data from Class of 2016

UCLA Residents Survey

As a UCLA resident have you personally been subjected to mistreatment?

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<th>Year</th>
<th>%</th>
<th>Power (Number)</th>
<th>Verbal (Number)</th>
<th>Sexual (Number)</th>
<th>Ethnic (Number)</th>
<th>Physical (Number)</th>
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<td>44</td>
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<td>2011</td>
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<td>52</td>
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<td>2014</td>
<td>11.7</td>
<td>28</td>
<td>67</td>
<td>2</td>
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<td>8.5</td>
<td>24</td>
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<td>54</td>
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<td>3</td>
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Sources of Mistreatment for Residents—2016

Questions on Teacher Evaluation Form

- I was treated with respect by this individual.
- I observed others (students, residents, staff, patients) being treated with respect by this individual.
Faculty Responsibilities

UNIVERSITY OF CALIFORNIA ACADEMIC PERSONNEL MANUAL
SECTION I. GENERAL UNIVERSITY POLICY REGARDING ACADEMIC APPOINTEES

APM 015-The Faculty Code of Conduct
APM 016-Faculty Conduct and the Administration of Discipline

Joint Commission Standard (LD.03.01.01)

• Leaders develop a code of conduct that defines acceptable behavior and behaviors that undermine a culture of safety.
• Leaders create and implement a process for managing behaviors that undermine a culture of safety.

LCME Standard on Academic and Learning Environments

Standard 3.5

A medical school ensures that the learning environment of its medical education program is conducive to the ongoing development of explicit and appropriate professional behaviors in its medical students, faculty, and staff at all locations and is one in which all individuals are treated with respect. The medical school and its clinical affiliates share the responsibility for periodic evaluation of the learning environment in order to identify positive and negative influences on the maintenance of professional standards, develop and conduct appropriate strategies to enhance positive and mitigate negative influences, and identify and promptly correct violations of professional standards.

HS7313: Hospital Policies

Disruptive Behavior Among Employees

• Zero tolerance for disruptive behaviors that affect patient care
  - Verbal outbursts
  - Profanity
  - Bullying
  - Displaying impatience with questions
  - Physical threats
  - Physical assault
• Retaliation for reporting prohibited

Revised June 30, 2015
Statement on an Abuse-Free Environment

The David Geffen School of Medicine at UCLA is committed to establishing and maintaining an environment in which every community member is enabled and encouraged to excel. This will happen only if all of us work in harmony, free of intimidation, exploitation, ridicule, and harassment. We must maintain a productive environment in which no individual is subject to discrimination or abuse. This statement should be read as consistent with and in conjunction with UCLA policies relating to harassment and discrimination.

Specific behaviors that are not acceptable include:

- Sexual harassment, including unwanted sexual advances or demands, either verbal or physical.
- Using rejection as a basis for making academic or personnel decisions affecting an individual.
- Discriminating on the basis of gender, race, ethnicity, religion, sexual orientation, national origin, disability, or any other group characteristic.
- Using power to interfere with the activities of another in a manner that is unrelated or counterproductive to the expectations and requirements of his or her position.
- Creating an environment, through abusive behavior, in which the abilities of individuals to function professionally are negatively affected.

No person shall be subject to reprisal for using or participating either in an informal or formal complaint resolution process. It is incumbent on each and every one of us to support the maintenance of an abuse-free environment.

New Sexual Harassment and Sexual Violence Policy

University of California-Policy: Sexual Violence and Sexual Harassment

December 18, 2015

- Applies to all university employees and students
- Responsibility to report information
- Educational requirements

Dating

Dating a student you teach, supervise, evaluate is against University policy

(Â15 II.A.6)

Awards

- Mellinkoff Award
- Leonard Tow Award
- Education Awards
- Dadone Awards
- Golden Apple Awards
- Walsh Young Investigator Research Prize
Teaching Awards

Sherman M. Mellinkoff Faculty Award

Noah Federman, MD
2016 Recipient

Leonard Tow Humanism in Medicine Award

Estebes Hernandez, MD
2016 Recipient

Kaiser-Permanente Award for Excellence in Education

Tomer Begaz, MD, Arthur Cho, MD, and Magdalena Ptaszny, MD (not pictured)
2016 Recipients

Serge and Yvette Dadone Clinical Teaching Award in honor of Dr. Saleh Salehmoghaddam

Robert Suh, MD, Noel Boyle, MD, PhD, and Nader Kamangar, MD
2016 Recipients
Teaching Awards
Kaiser-Permanente and Lucien B. Guze Golden Apple Awards for Excellence in Teaching

Neveen El-Farra, MD, Jason Napolitano, MD, and Jane Weinreb, MD (not pictured)
2016 Recipients

Research Awards
The John H. Walsh Young Investigator Research Prize

Elissa Hallem, PhD
2015 Recipient

Many Resources Available on This Campus
• Staff and Faculty Counseling Center
• Gender and Power Abuse Committee
• CHS Ombuds Office
• Lesbian, Gay, Bisexual, Transgender Campus Resource Center
• DGSOM Office of Diversity Affairs
• Office of the Vice Dean for Faculty