The 3 Rs: Rules, Regs and Resources That All Faculty Need to Know

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Disclosure
I have no conflicts of interest to disclose relevant to this presentation.

Policy on Disclosure
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.

Passed by the FEC on September 2, 2009

Today's Topics
- Disclosure at Educational Activities
- Health Sciences Compensation Plan
- Industry Relations Policy
- Sunshine Act
- Near Relative Policy
- Correct Use of Logos and Templates
- Social Media Policy
- Clinical Profile on the Web
- Cultural North Star
- Learning Environment
- LCME Standard
- Faculty Code of Conduct
- Student Mistreatment Policy
- Sexual Violence and Sexual Harassment Policy
- Dating Policy
- Resources
- Awards

http://www.ucop.edu/academic-personnel/academic-personnel-policy/index.html
https://apo.ucla.edu/policies-forms/the-call/an-introduction-to-the-ucla-call
Big Principles

Conflict of interest
A situation in which a person is in a position to derive personal benefit from actions or decisions made in her official capacity

Conflict of commitment
Faculty members who are employed by the University of California owe their primary professional allegiance to the University and accept as their own the University’s responsibilities to advance and communicate knowledge.

APM 671

UC 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 (https://oats.dgsom.ucla.edu/)
  • 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 and Vendor Relations
• Vendor practices create conflicts of interest (food, gifts, meetings)
• UCLA best practices
  • Sales rep access by appt only and in pt care areas only when necessary
  • No branded materials
  • No gifts any time, any place, including meals
  • Educational activities and meals can be supported only by unrestricted gifts to divisions/departments under ACCME rules
Industry and Vendor Relations
https://www.uclahealth.org/industry-relations/

Physician Payment Sunshine Act
Disclosure by pharmaceutical manufacturers and device companies re payments to physicians and teaching hospitals

| Total Dollar value reported by vendors | 9,350,000,000 |
| Records published | 11,400,000 |
| Companies making payments | 1,582 |
| Physicians with payment records | 627,000 |
| Teaching hospitals | 1,180 |

Data from 2018
https://openpaymentsdata.cms.gov/

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.
• 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)
  - 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

Near Relative Policy
https://apo.ucla.edu/policies-forms/the-call/appendices/appendix-21-employment-of-near-relative

Branding and Logos
David Geffen
School of Medicine

http://identity.medschool.ucla.edu
https://www.uclahealth.org/brand/
https://www.castlepress.net/uclageffen

Digital and Social Media Policy
• Applicable during work and non-work time and systems
• Must inform DGIT Web Product Manager

https://medschool.ucla.edu/getsocial
Social Media Best Practices

- Communicate on social media as you would communicate in person.
- Provide your followers with thoughtful and relevant content.
- Respond to conversations and questions in real time.
- Proofread; posts stay “published” online indefinitely.
- Get permission before sharing others’ pictures or quotes.

https://medschool.ucla.edu/social-media-resources

Clinical Profile on the Web

The Cultural North Star fosters a strong organizational culture by mapping our decisions, actions and interactions to a shared mission-driven framework.

- Each pillar is defined by four purpose statements.

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<tr>
<th>DO WHAT’S RIGHT.</th>
<th>MAKE THINGS BETTER.</th>
<th>BE KIND.</th>
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<tr>
<td>We work together to advance science</td>
<td>We are constantly curious</td>
<td>We are strongest when we show empathy</td>
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<td>We are grounded in ethics and data</td>
<td>We embrace failures as opportunities to learn</td>
<td>We have the courage to be honest</td>
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<td>We balance the short and long-term effects of our actions</td>
<td>We seek out diverse voices</td>
<td>We learn to understand</td>
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<tr>
<td>We are united by our shared mission of advancing science and medicine</td>
<td>We come to work to make an impact</td>
<td>We engage in dialogue even when we disagree</td>
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A shared playbook

- Unite and inspire us in our shared mission.
- Encourage transparent and compassionate communication.
- Support diversity in all its forms.
- Set clear and high expectations for our actions and interactions.
- Facilitate problem-solving, decision-making and collaboration.
- Enhance our reputation as a place to work and learn.
Our culture journey

• Culture change is a slow and organic process.
• It takes patience, optimism and an active effort, every day, from every member of our organization.
• Every time we choose to live by the Cultural North Star, we take one step closer to building and sustaining an inclusive, mission-driven culture.

Learning Environment

• Gender and power abuse
• Mistreatment
• Bullying
• Macroaggressions
• Civility
• Respect
• Professionalism
• Humanism

Learning Environment & Professionalism

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.

Faculty Code of Conduct (APM 015)

Part I Professional rights of faculty
Part II Professional Responsibilities, Ethical Principles, and Unacceptable Faculty Conduct
  A. Teaching and Students
  B. Scholarship
  C. The University
  D. Colleagues
  E. The Community
Part III Enforcement and Sanctions

Policy on Medical Student Mistreatment

Purpose
• The policy on mistreatment reflects DGSOM’s commitment to maintaining an environment where there is mutual respect between students, teachers, peers, patients, and all members of the education and health care teams.
• This policy provides definitions and examples of mistreatment, procedures and avenues for reporting, and information about what happens when an incident is reported.
Options for Students to Report Mistreatment

1. Conversations with:
   a) Individual(s) involved
   b) Others (Chief Resident, Attending, Course Chair)
   c) Dean’s Office (including leadership of PRIME and Drew programs)
2. Online reporting form
3. Course and faculty evaluations
4. UCLA EDI office
5. UCLA Title IX office

*CLEO: Committee on Learning Environment Oversight

Procedure for Response

Report of Student Mistreatment
Online form
Course evaluation/survey

CLEO Chair and Co-Chair
Review and Triage

Title IX (within 24 hrs)
Vice Dean for Faculty
SAO & CA Deans
Clerkship & Course Chair

Manage immediate needs
• Site adjustments
• Facilitate communication

Monthly review of all submitted reports

Sexual Violence and Sexual Harassment

Types of unacceptable conduct:
Entering into a romantic or sexual relationship with any student for whom a faculty member has, or should reasonably expect to have in the future, academic responsibility (instructional, evaluative, or supervisory)

No Dating Policy

DGSOM and Campus Resources

• Staff and Faculty Counseling Center
• Office of Ombuds Services
• Lesbian, Gay, Bisexual, Transgender Campus Resource Center
• DGSOM Equity and Diversity Inclusion
• Office of the Vice Dean for Faculty
• UCLA Title IX Office
• UCLA Discrimination Prevention Office (DPO)

DGSOM and Campus Resources

UCLA Counseling and Psychological Services

CARE: Sexual Violence Prevention & Response

https://www.counseling.ucla.edu/care-program
The 4th R: Rewards
- Mellinkoff Award
- Leonard Tow Award
- Education Awards
- Dadone Awards
- Golden Apple Awards
- Walsh Young Investigator Research Prize

Teaching Awards
Sherman M. Mellinkoff Faculty Award
Myke D. Federman, MD
2019 Recipient

Teaching Awards
Leonard Tow Humanism in Medicine Award
Mark D. Girgis, MD
2019 Recipient

Teaching Awards
Kaiser-Permanente Award for Excellence in Education
Peyman Benharash, MD
Chandra N. Smart, MD
2019 Recipients

Serge and Yvette Dadone Clinical Teaching Award in honor of Dr. Saleh Salehmoghaddam
Christian de Virgilio, MD
Monica Sifuentes, MD
Tisha Wang, MD
2019 Recipients

Teaching Awards
Kaiser-Permanente and Lucien B. Guze Golden Apple Awards for Excellence in Teaching
Estebes A. Hernandez, MD
Holly R. Middelkauff, MD
Tara Vijayan, MD
2019 Recipients

Research Awards
The John H. Walsh Young Investigator Research Prize
Jason Ernst, PhD
Blaine Hsiao, PhD
2019 Recipients