



November 2019

Avoiding Commercial Bias Policy

Our role in promoting, delivering and supporting health care-related services means that Pegasus Health must maintain a position that supports evidence-informed clinical decision making and avoids introducing commercial bias into any of its activities. To ensure this, the following guidelines are provided to staff in our Avoiding Commercial Bias Policy.

No event or programme either held or promoted by Pegasus Health should receive sponsorship or provide promotional material from an organisation that could introduce or be seen to introduce commercial bias that could influence clinical decision making. Similarly, Pegasus Health staff should not establish relationships with representatives of organisations that that could introduce or be seen to introduce commercial bias that could influence clinical decision making.

Where potential conflicts of interest exist, these must be acknowledged by presenters to the audience at the beginning of any session, both verbally and in writing (for instance - on a PowerPoint slide).

Where potential conflicts of interest exist, advertising of an event (e.g. flier) must contain the following (or similar) disclaimer: *“Please note that this workshop is being hosted by XXXXXXXX; however it is not the intention of this session to promote that company’s services or to solicit their business in any way.”*

Similarly, Pegasus Health staff should not establish relationships with representatives of organisations that that could introduce or be seen to introduce commercial bias that could influence clinical decision making. Specifically this means that pharmaceutical company representatives should not be hosted on Pegasus Health premises.

Specifically for education programmes:

Education sessions are governed by the principles of full transparency and disclosure of any conflicts of interest, including financial interests.

No patient referrals should be solicited at education sessions.

No samples or branded material should be supplied to attendees.

All education sessions must give a balanced view of all therapeutic options available for good quality patient management. Therefore they should not promote specific products, brands or incentives.

Any sponsorship of an education session is publicly acknowledged and is at ‘arm’s length’ from the session content, with no influence on the speaker or topics.

Presenters, members of organising committees and organisational hosts must make a disclosure statement to participants at the beginning of the event on the following potential conflicts of interest:

If they have any interests in or are representing any commercial organisation, or are a member of an advisory committee or equivalent of a commercial organisation;

If they have received any payments including gifts, grants, honorariums or payments in kind, from a commercial organisation;

If they have a commercial interest in a product referred to in the education session;

If they are employed by or hold investments in a pharmaceutical organisation, medical devices company or communications firm.

The disclosure statement must be given verbally and must also be presented in writing (e.g. on a PowerPoint slide).

Where potential conflicts of interest exist, advertising of an event (e.g. flier) must contain the following (or similar) disclaimer: *"Please note that this workshop is being hosted by XXXXXXXX; however it is not the intention of this session to promote that company's services or to solicit their business in any way."*²

Pharmaceuticals should be referred to by their generic name and not brand names. There are rare exceptions to this when this would be impractical.