

## UNIVERSITY OF PENNSYLVANIA SCHOOL OF VETERINARY MEDICINE

### Corporate Sponsors, Vendors and Other Corporate Entities

#### Article D: STUDENT POLICIES AND PROCEDURES

The SVM often joins with its colleagues in the pharmaceutical, animal health and nutrition, and related industries to present programs or sponsor events beneficial to the education of veterinary students. This relationship neither constitutes an endorsement of products or services offered by these companies nor is it the intention of the SVM to influence the use of those products or services. Decisions on sponsorship of programs or events are based solely on the educational merit of the material to be presented. As medical professionals, veterinary students are expected to make sound judgments based on scientific evidence. This policy does *\*not\** affect non-profit organizations (501(c)3), such as the AVMA, AAHA, PVMA, NJVMA, etc. Funding for non-profit educational events will *\*not\** be processed through the School's gift account and may be placed directly into Club or Class accounts.

#### 1. Funding of breakfast/lunch/dinner talks

Commercial entities may make unrestricted gifts to the SVM. These funds may be used to purchase food/non-alcoholic beverages. Donations from all vendors will be deposited into a restricted School Gift Account. This account, will be managed by the Office of Student Affairs in conjunction with the School's Development Office. This account may be used to charge the costs of food for various vendor presentations and any costs associated with the use of University facilities. SCAVMA will determine, in advance, the financial eligibility of each club or student group. An acknowledgement of the donation from all vendors, such as a banner with the names or logos of all donors may be displayed at vendor-sponsored events. The topic of the presentation cannot be related to products or services, but must be educational in nature.

#### 2. Donations toward student celebratory events

Students may *\*\*not\*\** seek corporate donations to support non-educational events, including, but not limited to events such as: End of Core, Mr. PennWe. Students may raise funds for non-education events through selling merchandise or food, but this must be limited to in-school donations. Funding from these and similar non-educational events will *\*not\** be processed through the School's Gift Account, but may be placed directly into the Class or Club Account. Students may solicit corporate sponsorship for specific sanctioned School events such as the White Coat Ceremony, the SCAVMA Auction and the SCAVMA Teaching Award Ceremony.

a. Commercial Entities may make unrestricted gifts to the SVM. Those funds may be used to purchase food/non-alcoholic beverages. Donations from all vendors will be deposited into the School's Gift Account which will be managed by the Office of Student Affairs in conjunction with the School's Development Office. This account may be used to charge the costs of food and any costs associated with the use of University facilities. Commercial Entities should be encouraged to contribute using the following categories:

Gold Sponsor: \$2500  
Silver Sponsor: \$1500  
Bronze Level: \$500

b. SCAVMA will determine, in advance, the financial commitment made toward each event. An acknowledgement of the donation from all vendors, such as a banner with the names or logos of all donors may be displayed at the event.

c. By mutual agreement between SCAVMA and the Veterinary Business Management Association Club and the Veterinary Business Management Association Certificate Program, commercial entities making unrestricted gifts to the School of Veterinary Medicine for the use of any Veterinary Business Management Associate or Certificate Program event will not be determined by SCAVMA. The Office of Student and Curricular Affairs, given their oversight of the Certificate Program will determine how this funding is used. Both the VBMA Club and the VBMA Certificate Program will follow all other guidelines as outlined.

d. Student groups and clubs are permitted to fundraise and retain control of funding via in-house fundraising, such as bake sales or merchandise sales; however, any direct funding/contributions from but not limited to alumni, parents, friends or corporate donors must be deposited into the School's Gift Account.

### **3. General student representative policies**

Veterinary Student Corporate Representatives promote educational topics. These relationships serve as a means for students to learn about the various industries/corporations that serve veterinary medicine and to help foster bridges between students and the companies that graduates will work with in the future. This exposure will prepare students for the decisions, critical thinking, and choices they will make upon entering the veterinary profession. The following guidelines shall govern the Student Representative role:

a. All Commercial Entities must have an identified student representative in order to access the student body. All student representatives must register with the Office of Student Affairs. A standard form is available on Inside.Vet for this purpose.

b. Commercial Entities must first contact the Office of Student Affairs with a description of the student representative position. If approved, an e-mail will be sent to the student body and applications will be returned directly to the vendor for student selection. The selected student must be in good academic standing (no current failures and a cumulative minimum Grade Point Average of 3.0).

c. Student representatives are permitted to arrange for commercial presentations and distribute informational material to the student body. Representatives of Commercial Entities are prohibited from contacting students directly through mass mailings. They must communicate information to the student representative who will then forward it to the appropriate student groups. Student representatives may not provide any type of private information (e.g., names, addresses, e-mail addresses) belonging to other students, faculty, or staff to a Commercial Entity. However, student representatives are expected to communicate information regarding commercial presentations, product distributions, and other events sponsored by Corporate Entities to the Office of Curricular Affairs, and when appropriate, to faculty content experts.

d. Commercial Entities may provide students with stipends for their representation and may pay for travel, hotel, and other related fees for representation at various outside events; however, students cannot be mandated or required to attend such events.

e. Duties of the student representative must not conflict with, or impede, the regular curricular activities. Student representatives will not be excused from classes, laboratories, examinations, or clinical clerkships to attend sponsored events or activities.

f. The SVM reserves the right to prohibit access of School facilities to any entity (including a student organization) which has violated this policy, or any other School policy.

#### **4. Gifts**

Students should not accept personal gifts with concrete monetary (i.e., re-sale) value from a Commercial Entity. For example, under this guideline a plastic pen or a notepad would be acceptable, while a laptop computer would be unacceptable. Other prohibited items will include, but not be limited to: back-packs and clothing (with or without company logo). Exceptions to the "gift rule" include awards or prizes that are part of an open competition, or non-branded educational materials (for example, a textbook) relevant to the educational mission of the School. Commercially-published/branded educational materials, such manuals, guides, and USB drives containing electronic documents, which are provided gratis to the public or veterinary professionals outside the University, are not restricted by this policy. Products for personal pet use/treatment are covered in Article D5 (below).

#### **5. Distribution of animal nutritional and health-care products for personal use:**

Discounted or free nutritional products, vaccines, anti-parasitic products, and devices (such as pet-identification micro-chips) may be made available to students as part of company marketing programs. The SVM recognizes the potential educational value for veterinary students, who may gain experience in using competing products, and in making decisions about this use based on evidence-based data. This experience also helps to educate students regarding specific indications and techniques for appropriate use and aesthetics associated with the products. To manage potential COI and assure the greatest transparency possible, the SVM recommends the following guidelines be followed:

a. Nutritional products: All animal nutritional product manufacturers are permitted to have student representatives. When School facilities or personnel are used for food storage/distribution purposes, the SVM or an SVM-affiliated organization must oversee the pricing and distribution of products. A price mark-up to cover the School's costs, and/or to generate proceeds to benefit an SVM-affiliated organization is appropriate. Information regarding donations and discounts shall be made available on password-protected web sites.

b. If a Commercial Entity wishes to distribute biologics, devices, or anti-parasitics to students, either gratis or at discounted rates, the following criteria must be met:

i) Other manufacturers must be offered the opportunity to participate.

ii) There is no expectation of quid pro quo.

iii) Distribution of one product per category/indication (eg., ectoparasiticide) per pet is permissible, provided a School-sponsored educational event accompanies the distribution. The educational event must include faculty/staff content experts rather than only representatives of the Commercial Entities involved in the distribution. Content should be presented at a level

appropriate to the entire audience, so that individuals may select the product(s) that best meet their needs, regardless of training level.

iv) **Pet insurance vendors:**

All pet insurance companies are permitted to have student representatives; individual companies shall not be excluded. The Hospitals of the SVM may elect to provide or promote the products or services of one of more pet insurance companies as the “preferred provider(s)” for the SVM community. Such business decisions will not be governed by this COI policy document.

**6. Scholarships and awards**

Scholarships, awards, or similar funds will be placed in the appropriate School fund. The evaluation and selection of recipients of such scholarships and awards will be determined by appropriate committees within the SVM and without involvement of an individual company or consortium.

**7. Inappropriate Action or Contact:** Students should report inappropriate vendor contacts immediately to the Office of Student Affairs.

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**UNIVERSITY OF PENNSYLVANIA SCHOOL OF VETERINARY MEDICINE  
CORPORATE/COMMERCIAL STUDENT REPRESENTATIVE  
REGISTRATION**

Complete this form and return to the Office of Student and Curricular Affairs

This form should be completed each September and may be updated as needed.

Reimbursement will be via check 45 days after the event receipt is received by the OSCA.

**PLEASE PRINT ALL INFORMATION**

**DATE:**

**STUDENT NAME AND CLASS YEAR** \_\_\_\_\_

**COMPANY NAME** \_\_\_\_\_

**NAME OF COMPANY REPRESENTATIVE** \_\_\_\_\_

**THIS DATE IS** (indicate date and check appropriate event below): \_\_\_\_\_

**TENTATIVE EVENTS PLANNED** (e. g., lunch talk, dinner talk wet laboratory, other {please describe})

**CONFIRMED EVENTS PLANNED:** (e.g., lunch talk, dinner talk, wet laboratory, other {please describe})

FALL SEMESTER Events (Please List)

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SPRING SEMESTER Events (Please List)

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**ESTIMATED AMOUNT REQUESTED \$** \_\_\_\_\_

**PURPOSE OF EVENT** e.g., educational talk, fund-raiser \_\_\_\_\_

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**\*\*NOTES:** All merchandise must be approved the School – information is available on Inside.Vet on the OSCA site under “Branding” . Wet laboratories must be approved by the OSCA – the forms are available on Inside.Vet

**June23, 2014**

## UNIVERSITY OF PENNSYLVANIA SCHOOL OF VETERINARY MEDICINE

### Corporate Sponsors, Vendors and Other Corporate Entities

#### Student Policies Frequently Asked Questions

1. The Green Pharmaceutical Company would like to sponsor a lunch talk for the entire student body. The speaker is Dr. Mary Smith, an employee of the Company. As the student company representative, what do I need to do?
  - a. Complete and submit the Corporate/Commercial I Student Representative Registration Form
  - b. Ensure that the topic of the presentation is not related to a specific product or service of the Green Pharmaceutical Company
  - c. Contact SCAVMA to determine the amount of funding available for your event from the School Gift Account (SGA)
  - d. Reserve the room for your event
  - e. You may either request reimbursement up to the amount approved by SCAVMA for your event, or if far enough in advance, request a check payable to your Club or Group up to the amount approved by SCAVMA
  
2. How do I advertise this event?
  - a. You may indicate the name of the speaker, the speaker's affiliation and the title of presentation, but you *\*cannot\** indicate that the event is sponsored solely by the Company. You may display a banner with the names of all donors in the SGA.
  
3. Our Club is selling tee-shirts\*\*only\*\* to the student body. Can we keep this funding?
  - a. Yes, in-house funding from merchandise sales or bake sales can be placed directly in the Club or Student Account. However, any direct funding/contributions from, but not limited to, alumni parents, friends, corporate donors or any outside individuals, groups, or corporations must be deposited into the SGA.
  
4. I have been contacted by a new company seeking a student representative. I use their product and would like to represent them. What do I need to do?
  - a. The Company must contact the Office of Student Affairs. If the company receives approval, the student must submit complete and submit the Corporate/Commercial Student Representative Registration Form. Once the form is received, the student will receive approval.

5. I am the student representative for the Blue Water Pharmaceutical Company. They would like to distribute backpacks to the student body. Is this possible?
  - a. No. Anything with a concrete monetary re-sale value is not permitted. A pen or notepad would be acceptable, but back-packs and/or clothing could potentially be resold, so these are not acceptable.
  
6. My company representative would like me to contact a specific faculty to make an appointment and would like the names of all the students in my class. Am I able to do this?
  - a. No. Students cannot make appointments with faculty for company representative or provide any information regarding student or faculty contact information.
  
7. I feel that my Company Representative has asked me to do something inappropriate. What do I do?
  - a. Contact the Assistant Dean for Student Affairs immediately.
  
8. I am the student representative for the Brown Puppy Food Company. They would like to begin a Canine Food Distribution System at the School, but they do not want to store the food on School Property. They will distribute the food directly to the students. What do I need to do?
  - a. Complete and submit the Corporate/Commercial Student Representative Registration Form
  - b. As long as the Company does *\*not\** wish to store the food on School property (which is the preferred method since we do not have storage space), nothing else is necessary. Please note – this also means that the food *\*\*cannot\*\** be shipped to the School.
  
9. I am the student representative for the Itchy Dog Flea Company and the company representative would like to give a lunch talk to the student body and distribute their flea product. What do I need to do?
  - a. Ensure that there is an educational component that must include faculty/staff content experts (e.g., include Dr. Tom Nolan or Dr. Dan Morris, for example in the event)
  - b. Other manufacturers must be offered the opportunity to participate
  - c. Distribution is permitted as long as there are faculty/staff content experts available
  - d. The representative cannot discuss or otherwise advertise their product
  
- 10: Our class would like to raise money for a non-educational (party) event. How can we do this:
  - a. Corporate funding/requests may only be used for educational events. To fund non-education events, students must use other sources of funding, i.e., SCAVMA, merchandise, food

**\*\*NOTE: All Merchandise Designs must be approved by the School. See the Branding Policy on Inside.Vet.**

**June 23, 2014**