

**Monday, January 26, 2009**

**Noon**

**Blue Bird Auditorium, NB-137, Neurosensory Center**

## **The Proposed BCM Policy on Relations with PHARMA**

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### **Objectives:**

At the conclusion of the session, participants should be able to:

- Identify the ethical issues raised in the relation to PHARMA
- Evaluate the provisions of the proposed BCM policy
- Develop clinical strategies for implementing them

### **References:**

- Report of the AAMC Task Force on Industry Funding of Medical Education (AAMC: 2008)
- Code on Interactions with Healthcare Professionals (PHARMA: 2008)
- Rothman and Chimonas "New Developments in Managing Physician-Industry Relations" JAMA 2008;300: 1067-9
- Wazana, "Physicians and the Pharmaceutical Industry" JAMA 2000;283:373-380

### **Target Audience, Needs, Educational Methods, Activity Evaluation:**

Physicians, residents, fellows, and other healthcare professionals need to be updated about new advances in the clinical and research areas for the diagnosis, treatment, and management of patients with neurological disorders. Educational methods will include lectures, case presentations, audio/video presentations, and questions & answer sessions. Participants will be asked to complete an activity evaluation.

### **Accreditation/Credit Designation**

Baylor College of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Baylor College of Medicine designates this educational activity for a maximum of 1.0 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

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