



ASAM American Society of
Addiction Medicine

Board Policies & Procedures

Principles Governing ASAM Relationships with External Sources of Support

Created July 2019

Introduction

As a professional organization, the American Society of Addiction Medicine (ASAM) operates with a high level of purpose representing the ideals of addiction medicine, depending on the dues of its members to help fulfill a portion of its mission. ASAM, like most non-profit associations today, also generate non-dues revenues to fulfill its mission, including support from external sources. ASAM's values (inclusive leadership, innovation and integrity, openness, compassion) and ethical principles guide the appropriate development and utilization of external support necessary to implement programs and activities to fulfill ASAM's mission.

Our members recognize the critical role ASAM plays as the leading association for addiction medicine issues in the United States. ASAM activities reflect on all addiction medicine specialists, and all addiction medicine specialists are represented to some extent by the ASAM.

ASAM further believes relationships with external entities provide value when such relationships are ethically structured, transparent and such support has no influence on educational, scientific or policy content.

These principles apply to all external sources of support, including industry support, philanthropic support from individuals or foundations, federal or state grant support, and other external sources of support. These principles should serve as a starting point for anyone reviewing or developing ASAM relationships with outside groups.

These principles should be reviewed at least every five (5) years to assure their relevance to ASAM's mission, values, operations and its business environment.

Definitions

External entities: Includes for-profit entities that develop, produce, market, or distribute drugs, devices, services or therapies used to diagnose, treat, monitor, manage, and alleviate health conditions (e.g., pharmaceutical and medical device/software manufacturers and other for-profit health services/product providers). It also includes non-profit entities, federal and state agencies, individuals, foundations, entities outside of the healthcare sector, or entities through which clinicians provide clinical services directly to patients (e.g., hospitals, medical centers, treatment programs, publishers, foundations, and insurers).

Sponsorship: An arrangement in which an external entity provides monetary or in-kind support for a Society product, service, or event, and is then acknowledged in connection with the product, service or event. Sponsorship acknowledgment is neutral and neither endorses nor identifies a sponsor's products or services. Sponsorships are distinct from Educational Grants.

Support: Includes financial support (e.g. money), material support (e.g. products or publications), staff support (e.g. salary support for staff or provision of external staff to accomplish ASAM activities) and in-kind support (contribution of value in place of monetary donation).

General Principles

1. ASAM's mission and values must drive the proposed activity.

ASAM's mission and values must determine whether a proposed relationship with an external entity is appropriate for ASAM. In general, ASAM will proactively choose its priorities for external relationships and participate in those that fulfill the organization's priorities. It is also recognized that external entities may reach out to ASAM and these principles will help to guide ASAM's response to these kinds of outreach.

ASAM should not have relationships with organizations whose principles, policies, or actions obviously conflict with ASAM's mission. For example, relationships with producers of products that harm the public health (e.g., tobacco) are not appropriate for ASAM. Relationships that are not motivated by ASAM's mission can threaten ASAM's integrity and reputation, along with its ability to provide representation and leadership for its members and the addiction medicine profession.

ASAM's mission statement and values provides guidance for developing relationships to secure external support.

ASAM's Mission: To be the physician-led professional community for those who prevent, treat, and promote remission and recovery from the disease of addiction, and to provide resources for continuing innovation, advancement, and implementation of addiction science and care.

ASAM's Core Values:

- Inclusive Leadership: evidenced in a commitment to lead a field of addiction prevention, treatment, remission and recovery unified through partnership and collaboration.
- Innovation and Integrity: evidenced in an uncompromising commitment to foster innovation and disseminate evidence-based practices.
- Openness: evidenced in inclusion of a diverse community of medical specialists delivering the best available addiction care.
- Compassion: evidenced in our advocacy for and devotion to the health and wellbeing of our patients, members, and the public.

ASAM will always maintain objectivity with respect to treatment, prevention, and health promotion regardless of support from external entities.

ASAM shall accept support or funds from external entities only if acceptance does not pose a conflict of interest with ASAM mission and values, and in no way impacts the objectivity of ASAM, its members, activities, programs or employees. ASAM must strive to ensure that its actual or perceived objectivity with respect to treatment, prevention, and health promotion is not biased by external relationships.

The relationship with external entities must preserve or promote trust in ASAM and the medical profession.

To be effective, medical professionalism requires the public's trust. Relationships that could undermine the trustworthiness of ASAM, and thus the public's trust in ASAM or the profession, are not acceptable. For example, no relationship should raise questions about the scientific content of ASAM's educational programs, practice guidelines, advocacy on treatment, prevention, and health promotion, or the truthfulness of ASAM's public statements.

The externally supported activity must benefit public health, patient care, research, or physician practice.

Educational programs for members or informational campaigns for the public must be of benefit to ASAM's mission and constituency.

ASAM shall comply with applicable laws, regulations, codes of ethics and internal policies as they apply to external support of ASAM activities and programs.

ASAM, in establishing and implementing its relationships with external entities for support, shall respect and comply both with its own and with the external entity's applicable laws, regulations, and codes of ethics as well as ASAM's internal policies. When conflicts arise between the laws, regulations, codes of ethics, or ASAM's internal policies affecting ASAM and the external entity, the ASAM Board of Directors has final responsibility for approving an acceptable resolution which may entail not proceeding with a proposed externally supported activity.

ASAM shall apply the principles of disclosure and transparency for all external support relationships.

ASAM has a duty to publicly disclose its financial relationships with external entities. However, ASAM may honor, on an individual basis, requests from individual donors who wish to make their gifts anonymous.

ASAM must not involve itself in the production, sale, endorsement, or marketing to consumers of products external to ASAM that claim a health benefit.

Marketing to consumers of health-related products that claim a health benefit (e.g.,

pharmaceuticals) undermines the ASAM's objectivity and diminishes its role in representing health care values and educating the public about their health and health care. ASAM publications and websites created for the public must include language, located conspicuously, disclaiming ASAM's endorsement of any advertised products not produced by ASAM in such publications and websites; all advertisements must be clearly marked as advertisements.

Externally supported activities should be funded from multiple sources whenever possible.

Support of individual activities from multiple entities reduces ASAM's dependence on a single entity for continuing a given activity. ASAM recognizes that there may be some activities for which the benefits to its mission and constituency are so great, the potential harms so minimal, and the prospects for developing multiple sources of support so unlikely that single-entity support is a reasonable option. There may also be cases where ASAM seeks multiple supporters but is only successful in securing a single supporter.

ASAM preserves control over projects and products and retains editorial control over anything produced as part of an externally supported arrangement.

ASAM must remain in control of its name, logo and content, and must approve all marketing materials to ensure that the message is congruent with ASAM's mission. A statement regarding ASAM's editorial control, as well as the names of the program's supporters, must appear in all public materials describing the program and in all educational materials produced by the program.

Relationships between ASAM and external entities must not permit or encourage influence by the external entity on ASAM's policies, priorities, or actions.

ASAM's relationship with an external entity must not permit influence, or the appearance of influence, by the external source of support on ASAM's policies, priorities, and actions.

Receipt of support from an external source does not imply ASAM's endorsement of the entity, its products, services, or policies.

An external entity's support or sponsorship of an ASAM program does not imply ASAM's approval of the entity's general policies, nor does it imply that the ASAM will exert any influence to advance the entity's interests outside the substance of the arrangement itself. ASAM's name and logo should not be used in a manner that would express or imply an ASAM endorsement of the entity, its products, services, or policies.

ASAM will not accept external support for core operational or governance activities.

Financial dependence is potentially created when ASAM's core operations become too reliant on external support. ASAM should never become dependent on external entities to provide essential services. ASAM will never accept financial support for core governance activities (e.g., financial support for conducting Board business) by an external entity as that will create the appearance of a conflict of interest, thus compromising the integrity of ASAM's mission or its ability to fulfill its mission.

Specific Principles

These special guidelines govern how ASAM shall address receipt of support for specific areas, programs and offerings, and are to be applied in addition to the General Principles stated above. In addition, ASAM operates according to specific policies related to exhibits, sponsorships and advertising which are listed with links at the end of this document.

Exhibits

- ASAM may solicit external entities to exhibit and hold non-CME presentations within ASAM's exhibit hall
- ASAM will enforce ASAM's policies and guidelines related to exhibitors

Advertising

- ASAM shall seek advertisements that benefit public health, patient care, research, and/or physician practice;
- ASAM will ensure advertiser's adherence to ASAM Advertising Guidelines.
- ASAM will ensure advertiser's adherence to CMSS Code.

Grants

- ASAM will require that all grants from nongovernmental entities be unrestricted;
- Ensure entities are examined for reputation and alignment with ASAM's mission and values; ASAM will retain full editorial control over any information or product produced;
- ASAM will ensure educational grants awarded by an external entity for a CME activity are referred to in the ACCME Standards for Commercial Support as "Commercial Support" of CME and will be accepted in accordance with ACCME Guidelines.

Sponsorship

- ASAM will ensure sponsors adhere to ASAM Exhibit and Support Rules and Regulations, to ACCME Standards for Commercial Support, and to CMSS Code:
- ASAM will not provide sponsorship for items that will compel conference participants to accept or use the offering (room keys, hotel room drops, conference app pushes)
- When ASAM places sponsorship activity or commercial promotion outside of the exhibit hall, such as a coffee station or charging station, it will be positioned sufficiently away from heavily trafficked meeting locations such that attendees can reasonably avoid them if they choose. Sponsorship for meeting-wide amenities, such as Wifi, can be credited unobtrusively.

- ASAM will not provide conference registrants emails to sponsors or exhibitors. ASAM will disclose all sponsorship relationships and they will be acknowledged in a transparent manner.
- ASAM will not promote sponsored Satellite Sessions and ASAM Board members will not participate in Satellite Sessions in any manner other than as an attendee.

Addendum

The following ASAM approved documents and policies as well as third-party guidelines influence ASAM's interactions with external entities.

ACCME Standards for Commercial Support:

<http://www.accme.org/accreditation-rules/standards-for-commercial-support>

ASAM Advertising Guidelines

<https://www.asam.org/catalog/asam-advertising-guidelines>

ASAM Exhibit and Support Rules and Regulations

https://www.eventscribe.com/upload/planner/links/AC19_ExhibitandSupportRulesandRegulations_100.pdf

Council of Medical Specialty Societies Code for Interactions with Companies

<https://cmss.org/wp-content/uploads/2016/02/CMSS-Code-for-Interactions-with-Companies-Approved-Revised-Version-4.13.15-with-Annotations.pdf>