UAMS
University of Arkansas for Medical Sciences

UAMS INDUSTRY INTERACTION POLICY

IS THIS A PROHIBITED SPEAKERS BUREAU ACTIVITY?

A quick decision guide for UAMS employees

People
Discovery
Innovation
Better Health

START

You have been invited to give a presentation and will receive compensation from a healthcare-related company.

1 Will you be compensated by a healthcare-related company for speaking or presenting?

- NO → Not a Speakers Bureau activity. You may proceed, subject to other UAMS policies (e.g., disclosure).
- YES → Continue to Question 2.

2 Does the company control, direct, review, approve, or significanty. influence the presentation content, slides, or messaging?

Examples of company control:

- Company-created slide deck
- Required talking points
- Required promotional messages
- Company approval of content changes
- Restrictions on what can be discussed

- YES → **PROHIBITED SPEAKERS BUREAU ACTIVITY** — The company controls the content.
- NO → Question 3

3 Is the primary purpose of the presentation to promote a company, product, or service?

Examples of promotional purpose:

- Product-specific messaging
- Emphasis on sales or market share
- Marketing-oriented audience
- One-sided discussion of benefits
- Repeated presentations with similar company messaging

- YES → **PROHIBITED SPEAKERS BUREAU ACTIVITY** — The presentation is promotional in nature.
- NO → Question 4

4 Do you maintain independent professional control over the content and presentation?

You should be able to:

- Create your own slides
- Control your remarks
- Present balanced, evidence-based information
- Discuss competing products
- Answer questions independently
- Express views that may differ from the sponsor

- NO → **PROHIBITED SPEAKERS BUREAU ACTIVITY** — Your independent professional judgment is restricted.
- YES → Question 5

5 Is the primary purpose education, scientific exchange, or professional development rather than marketing?

Examples of educational purpose:

- Accredited CME activity
- Scientific or research findings
- Balanced discussion of evidence
- Non-promotional diseae state education
- Professional development
- Scholarly conference presentations

- NO → **PROHIBITED SPEAKERS BUREAU ACTIVITY** — The arrangement primarily serves a marketing purpose.
- YES → **POTENTIALLY PERMISSIBLE** — Participation may be permissible if all UAMS policq requirements are met, including required review and disclosure.

COMMON RED FLAGS

A "yes" to any of these may indicate a prohibited Speakers Bureau activity:

- Company-prepared slide deck
- Speaker scripts or required talking points
- Required promotional messages
- Company approval of slides or content
- Restrictions on discussing competing products
- Marketing-oriented audiences
- Repeated use of company-developed presentations
- Compensation tied to promotional activity

SPEAKING ACTIVITIES THAT ARE GENERALLY PERMISSIBLE

- Presenting your own research
- Delivering independent educational lectures
- Participating in accredited CME activities (with educational independence)
- Speaking at scientific or professional conferences
- Academic grand rounds or similar educational forums
- Advisory boards (when genuine input is sought and no promotional messaging is required)

DO NOT PARTICIPATE IF:

- The company controls the content or messaging.
- The presentation promotes a company, product, or service.
- Your independent professional judgment is restricted.
- The arrangement primarily serves a marketing purpose.
- Participation would violate the UAMS Industry Interaction Policy or other applicable policies.

THE PUBLIC SCRUTINY TEST

Before you participate, ask yourself:

"Would I be comfortable if the details of this arrangement were publicly reported and reviewed by patients, colleagues, research sponsors, regulators, or the media?"

If not, seek guidance before participating.

NOT SURE?

Contact the UAMS Conflict of Interest Office.

conflictofinterest@uams.edu

UAMS Administrative Guide 4.4.09 – Industry Interaction Policy (June 2026)
This is a summary. Please refer to the full policy for complete details.

Integrity today.
A healthier tomorrow.