



# The CUA Code of Conduct Governing Interactions with Industry

**Adopted by the Board of Directors on January 25, 2020**

The CUA Code of Conduct Governing Interactions with Industry (the Code) is a policy adopted by the Canadian Urological Association – (the Association) regarding financial and other contractual relationships with commercial entities.

This Code, which is intended to minimize the impact of real, potential or perceived conflicts of interest that may arise when the Association, and/or its members accept financial or other in-kind support from a company. The Code is based on the understanding that we are all responsible for conducting ourselves ethically and in compliance with the law.

The CUA and its members are required to adhere to the Canada Not-for-profit Corporations Act, the CMA Code of Ethics and Professionalism (2018), the CMA Guidelines for Physicians in Interactions with Industry (2007), Royal College's National Standard for Support of Accredited CPD Activities and the CUA's own Code of Ethics and Bylaws. This policy is considered the guide for Canadian physicians in this area, covering industry-sponsored research, continuing medical education, conflicts of interest related to investments or other financial relationships and other general responsibilities while representing the CUA.

As an approved provider of CPD activities, the CUA adheres to the Code of Ethical Practices (2020), Canada's Research-Based Pharmaceutical Companies (Innovative Medicines of Canada).

\* Innovative Medicines Canada's Code of Ethical Practice was recently updated to reflect the association's new brand. Visit <http://innovativemedicines.ca/ethics/code-of-ethics/>

## DEFINITIONS

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The following definitions apply to terms used:

- **Association:** This definition includes its Board members and Committee Chairs when acting on behalf of CUA, and its authorized agents.
- **Company:** refers to a commercial entity providing, or seeking to provide funding or other services to CUA. This definition includes agents of the company.
- **Funding:** refers to any of the five categories of financial support outlined under the Policies section.

## GUIDING PRINCIPLES

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**CUA Code of Conduct Governing Interactions with Industry** is based on the following guiding principles:

- **Patient Interests:** All activities of the Association are conducted in accordance with the best interests of patients.
- **Members Interests:** The CUA is dedicated to enabling the profession to provide the highest possible standards of urologic care.
- **Integrity and Scrutiny:** The Association shall perform its duties in a manner that withstands public scrutiny.
- **Respect:** The Association respects the stakeholder relations policies of a company with which it is involved.
- **Impartiality and Transparency:** The Association ensures it is impartial and objective and that corporate funding decisions are made based on merit. The Association is as open as possible about all actions that it takes and advice that it provides. Members of the Board of the Association will semi-annually update their conflict of interest declarations.
- **Accountability:** The Association accepts accountability for its compliance with the Code and ensures that any company with which it is involved is familiar with the Code.
- **Materiality:** Individual members of the Association shall declare in writing any real or perceived potential conflicts of interest when interacting with Industry on behalf of the CUA, especially when the impact of an omission or misstatement of information regarding financial or other relationships might have influence on a 3<sup>rd</sup> party.

## POLICIES

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Conflicts of interest may arise in a mutual relationship where one party has the capacity to exert undue influence over another.

The following policies have been developed to ensure that relationships of the Association and its corporate funders are ethical, transparent and reflect positively on both the Association and funders. This policy will be made known to any corporation, company or organization which seeks or offers to provide funding, sponsorship, or financial assistance of any kind and this will be done prior to receiving their funding. Agreement to compliance with this policy must be obtained in writing by such companies or organizations.

## **1.1 Funding for Educational Events (both accredited and non-accredited events)**

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*Where the Association receives an educational grant from a company to fund a program, program being defined as a slide deck, a webex, a newsletter, a podcast, or any educational activity developed and organized in the CUA Office of Education, the following will apply:*

- The Association maintains complete editorial control over all scientific content and any materials produced in connection with the project.
- All scientific content will be reviewed by an independent reviewer who does not sit on the faculty and does not receive any honoraria from the company and will ensure that the content is free of commercial bias and is fair and balanced.
- The sponsor will be acknowledged in accordance with their policies and such sponsorship will be governed by the Association's policies.
- The Association will not endorse or promote individual products or services.
- The Association and the company may both benefit from the relationship.

## **1.2 Sponsorship**

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*Where a company provides a sponsorship for either a live meeting or online event, the following will apply:*

- The company is not involved in the design and planning for the activity for which the sponsorship is granted.
- The Association maintains editorial control over all materials or meeting programs and has sole discretion on the meeting attendees.
- The Association will not endorse or promote the company's products or services.
- The sponsor will be acknowledged, in accordance with the Association's transparency principles.
- The Association and the company may both benefit from the relationship.

## **1.3 Corporate Sponsorship**

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*is defined where all the following apply:*

- The corporate sponsorship is designed to support the overall objectives of the Association. There are no specific projects supported by corporate sponsors.
- Corporate Sponsors are acknowledged on the CUA website and receive special discounts for other events that the CUA organizes throughout the year.
- Corporate Sponsorship package.
- The Association controls the wording and position of the acknowledgment.
- The Association and the company may both benefit from the relationship.

## **1.4 Support of Research Activities**

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*Where a company provides financial support for research activities of the Association, the following will apply:*

- Financial support for research grants, accepted through the Canadian Urological Association Scholarship Foundation (CUASF) may be provided by a company for administration by the Association. This may take the form of an unrestricted grant or project funding and the respective policies apply to each form of support.
- The company may not have representation on the project steering committee, and the Association maintains control over the choice of research Association, study design and publication of results.
- The sponsor(s) of any research activities will be acknowledged at the presentation and publication of results.
- The Association adheres to the policies when accepting project funding, sponsorship, grants or donations from companies.

## **2.1 Funding**

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Before accepting funding from a company, the Association's Board or Executive must conduct due diligence to satisfy itself that there is strong reason to believe that the donation, grant or sponsorship will result in benefit to the Association and to the patients and caregivers it serves.

Also that the company's type of business, its corporate governance policies and its reputation in working with the Association do not present any cause for concern.

## **2.2 The Association will maintain its independence of action.**

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The content of communications originating from the Association, such as patient submissions for drug reviews, policy submissions, information for patients, caregivers and the public, newsletters and presentations must be developed entirely by the Association.

### **2.3 The Association will maintain mutually respectful and transparent relations.**

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- The Association will sign a written agreement with all companies outlining each partner's contribution and responsibilities. The company and the Association must agree to abide by each other's codes of conduct.
- A company's support will be acknowledged transparently and appropriately.

### **2.4 The Association will proactively limit influence.**

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- The Association, where possible, should seek a diversity of funding sources and should not allow any one corporate sponsor to contribute more than 50 percent of the Association's total revenues for the year, including the value of in-kind services.

### **3.1 Use of the Association's name or image**

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The Association must be consulted whenever and wherever its name is used. Approval must be sought, in writing, for any copy or work produced which refers to an initiative of the Association that is supported by the company.

- At no time can the Association's logo be used without express written permission of the association.
- At no time can press releases be issued which refer to the Association without the Association's prior written approval. Likewise, suggested quotes can be prepared but must always be agreed to, in writing, by the Association.
- The Association retains a veto over all materials produced in connection with an initiative.

If you have any questions regarding the CUA and its interactions with corporate funders, please contact Ms. Tiffany Pizioli at [tiffany.pizioli@cua.org](mailto:tiffany.pizioli@cua.org)