

THE PARTNERSHIP FOR
HEALTHCARE EXCELLENCE

**PRINCIPLES FOR ACCEPTING COMMERCIAL SUPPORT
ACCEPTED BY BOARD OF DIRECTORS
MARCH 6, 2009**

INTRODUCTION

Who We Are:

The Partnership for Healthcare Excellence (PHE) is a broad collaborative of health care organizations, labor, business leaders and government agencies, that is positioned to be a transformative force in engaging patients to be more personally involved in their health care and in mobilizing consumers to advocate for safer, higher quality, more effective care.

What We Will Accomplish:

PHE engages consumers to be more involved in their health care thereby improving safety, quality and effectiveness of care for themselves and for the community as a whole. Specifically, we will:

- Educate the public about variations in the quality of health care
- Encourage consumers to become more informed and involved in their own care
- Mobilize consumers to become advocates for the overall change necessary to improve the safety and effectiveness of the health care system

We will accomplish this through a statewide campaign using paid advertising, earned media and grassroots initiatives.

What We will Become

PHE will become a movement led by consumers and health care leaders that will work towards transforming the health care system so that it consistently provides safe, timely, effective and patient-centered care.

We will support other organizations that seek to provide consumers information to become informed and involved in their health care.

We will disseminate findings from our first of its kind initiative so that others may learn from our experience.

How External Funding Can Help Us:

To help achieve these goals, PHE seeks and accepts external support in the form of grants, sponsorships, or gifts in support of our mission. External funds can help us in several ways including, for example, the following:

- Providing unrestricted contributions to general PHE operations and our statewide campaign.

- Helping us expand the geographic scope of our campaign and increase our use of mass media (billboards, paid advertising, etc.)
- Helping us develop consumer and physician campaigns that might reduce overuse and unnecessary use of costly treatment settings (ER, hospital, etc.)
- Supporting our grassroots campaign by providing recognition opportunities for student volunteers and funding additional campaign associates.
- Supporting the Partnership website (www.partnershipforhealthcare.org) as a first stop for consumers interested in improving the quality of their health care.
- Providing support for our ongoing research that measures the impact of the campaign and allows us to tune our messages
- Helping us to share our knowledge base with others interested in engaging consumers on quality issues.

GUIDELINES FOR COMMERCIAL SUPPORT

PHE's ability to communicate credibly with consumers and be a convener of a broad based coalition of health care organizations depends crucially on maintaining an independent position with respect to commercial products and services. Independence is a matter both of actual and perceived relationship with potential sponsors. The fact or appearance of endorsement toward a specific commercial product or service has the potential to damage PHE's reputation.

With these observations of the benefits and risks of external funding in mind, PHE has established the following guidelines, which apply primarily to the acceptance of Commercial Support, that is external funds from for-profit corporations selling goods or services related to health care, or who otherwise stand to gain financially from association with PHE.

All offers of Commercial Support will be reviewed and approved by the PHE Board of Directors prior to their acceptance according to the following guidelines:

1. PHE should avoid real or perceived conflicts that impair or give the appearance of impairing the ability of PHE to make informed or objective decisions.
2. PHE accepts Commercial Support only (a) for unrestricted use or (b) for specific projects that are consistent with our mission and business strategy.
3. PHE does not accept Commercial Support for research and education programs that relate to specific pharmaceuticals, medical devices, diagnostics, or any other product or service purported to have direct health benefits to patients or require that PHE have an exclusive working relationship.
4. PHE does not accept external funds from companies that make tobacco or alcohol products, including other companies owned by tobacco or alcohol companies, or their parent companies. PHE retains control over our

programming, including the content of our website and our consumer education materials.

6. PHE retains control of the selection of its staff.

7. PHE retains the right to publish results.

8. PHE reserves rights to any intellectual property, unless otherwise agreed upon in advance.

9. PHE will disclose all sponsored activities that are partially or completely financed by external funds.

10. Acknowledgment of external funders will be made in PHE's publications, reports and on our website. PHE will also acknowledge support at its events, in its press releases and other means deemed appropriate by PHE.

11. PHE permits acknowledgement of support to PHE in company communications, but requires that any use of the PHE name and/or logo be approved in advance by PHE.

Because the opportunities for external funding for valuable projects are varied and to some extent unpredictable, exceptions to these guidelines may be appropriate in some circumstances. Any exceptions, however, must be approved by the PHE Board of Directors.

This policy will be reviewed at least every two years by the PHE Board of Directors.