



Cummings School of Veterinary Medicine

Policies for Student Representatives and Corporate Sponsors

Cummings School welcomes and encourages the collaborative ties we have with our colleagues in the corporate sector. These relationships can enhance our educational, clinical, and research programs. More than 25 companies retain “student representatives” enrolled at the school to help promote their identity and to supplement curricula topics through educational programming.

Approval for Representation: All student affiliations with outside companies must be approved by the Conflict of Interest Committee (COIC). The approval/re-approval process will take place at least once each academic year, and deadlines for application submission will be announced to the student body in advance. The Student Industry Representative Application can be found in Appendix I.

Privacy: Cummings School values the privacy of all members of our campus community. Student company representatives may not provide lists of names of faculty, staff, or students, including email lists, phone numbers, or addresses, to the companies they represent. The Student Affairs Office will provide a list of student names to be used solely by a student representative, but the Office will not supply any personal information.

Product Distribution: Cummings School trains veterinarians by instilling the need for good professional relationships between the veterinarian, patient, and client. To this point, prescription products will only be distributed through licensed veterinarians that have a patient/client relationship. Medication of any kind that would be recommended by a veterinarian should be recorded in the medical record and should not be distributed without a client/patient/doctor relationship. Other marketing items (toys, pens, non-prescription foods, collars, etc.) may only be distributed on campus by student representatives at approved events such as new student orientation, product services day, and lunchtime talks or other similar, approved events. Student representatives are required to remove extra materials at the end of an event. Sale or resale of products provided by vendors is not allowed on campus without prior written authorization. Students may contact relevant faculty members regarding educational materials that might be available for courses and/or reference. Student representatives are advised to use this privilege tactfully and to respect faculty wishes if such inquiries are no longer desired.

Sponsorship of a limited number of “clinics” may be possible (i.e., heartworm or wellness clinic). These events require a faculty member willing to serve as a sponsor and to write prescriptions, if necessary. If any medical procedures or prescriptions are part of the event, notation in the medical records of individual animals is necessary and arrangements for this must be made prior to the event. In general, the hospitals will not be utilized for outside clinics or events, to avoid potential impact on delivery of patient and client services. Events require prior approval from the Hospital Director. There may be charges for space, hazardous waste removal, and/or the use of facilities.

Criteria for Industry Presentations: Presentations must meet the criteria listed below before the event is scheduled. The COIC can request to review any presentation given on campus and failure to comply with these guidelines will result in the company being barred from holding events at Cummings School in the future.

- The company must have an approved student representative on campus. The student representative will be responsible for all administrative aspects of the presentation, including room reservations, food ordering, and arrangements for clean-up following a presentation or event. Cleaning fees may apply.
- If a pharmaceutical product or medical device will be discussed, it must be EPA, FDA, or USDA approved. If this standard is not met, written approval must be obtained by the COIC—the representative must submit a short proposal that includes the scientific evidence supporting use of the product in veterinary medicine.
- ***Presentations should have value to the educational mission and must not be aimed at marketing specific products.*** Presentations should focus on veterinary science, the practice of veterinary medicine, and health and well-being.
- Meals provided to students or other groups should not exceed \$10 per person or \$700 in total, unless an exception is granted by the COIC.

Gifts: Company representatives are only permitted to distribute gifts of nominal value (< \$5) at Cummings School events, unless an exception is granted by the COIC. Gifts include, but are not limited to, coupons, products, and apparel.

Product Information: Written product materials may be distributed to students' campus mailboxes; materials are **not** to be distributed to faculty and staff unless specifically requested.

University Policies: The Tufts email system cannot be used by student representatives to advertise products or special promotions. Announcements of approved events or speakers must be submitted to Assistant Dean Barbara Berman at Barbara.Berman@Tufts.edu. Per university policy, email messages may not include links to company websites or product marketing materials. [Find Policy Here.](#)

Sponsorship of Student Organizations: The university does not allow a single company to sponsor a student organization, and exclusive marketing arrangements are not permitted. While a single company may be the only sponsor of an organization, no other company will be excluded from participating by using exclusive agreements. Any written agreements between companies and student organizations must be approved by the COIC.

School Contacts: We encourage dialogue with student representatives and the corporations they represent to ensure a professional relationship with the school and those who work here. The medical director of the individual clinical entity involved should be the initial contact for the student representative when considering product distribution (see Appendix II for a listing). A listing of COIC members can be found in Appendix III.

Questions related to these policies should be addressed to Assistant Dean Barbara Berman.

APPENDIX I
Student Industry Representative Application

STUDENT INFORMATION

LAST NAME: Mittman

FIRST NAME: Hannah

EMAIL ADDRESS: Hannah.Mittman@tufts.edu

PHONE NUMBER: 718-506-6466

STREET ADDRESS: 209 Worcester St

CITY, STATE: North Grafton, MA

ZIP CODE: 01536

COMPANY INFORMATION

NAME OF COMPANY: VETgirl

STREET ADDRESS: P.O. Box 16504

CITY, STATE: Saint Paul, MN

ZIP CODE: 55116

NAME OF CONTACT PERSON: Dr. Marie Bucko

PHONE: 858-859-1838

EMAIL: marie@vetgirlontherun.com

PRODUCT(S): Online Veterinary Continuing Education

Description of student's duties:

- Email campaigns 2-4X/year to each veterinary student class welcoming them and letting them know about VETgirl's complimentary status for vet students
- Posting a minimum of 12 posts a year (e.g., monthly) on Facebook, Instagram, and other popular social media platforms (on your social media handles) to help promote VETgirl's vet student complimentary membership, our webinars, our conference and anything else pertinent.
- Helping organize 1-2 "Zoom" (we'll use GoToWebcast, GoToMeeting or Zoom) conferences each year - depending on student interest. Example topics include, "how not to be a broke vet student", "work-life balance and wellness", "how to survive in clinics", and "how to get an internship").

- Distribution of complimentary VETgirl bling (e.g., lip balm, laptop stickers, pens, etc.), but only if permitted by the school. We will work with you on this based on guidelines from the college.
- Getting classmates to sign up for their complimentary VETgirl ELITE accounts with a non-.edu address (as we worry following graduation you lose access to these accounts)

Amount of compensation: For every year that the student acts as a representative for VETgirl within their college of veterinary medicine, they will receive 1 year free of VETgirl membership following graduation (\$249/year value)

By signing below, I agree to follow Tufts University Conflict of Interest policies:

SIGNATURE: Hannah Mittner

DATE: 10/19/21

APPENDIX II
School Contacts

Foster Hospital for Small Animals: Dr. Cheryl Blaze Cheryl.Blaze@tufts.edu

Hospital for Large Animals: Dr. Cheryl Blaze Cheryl.Blaze@tufts.edu

Lerner Spay/Neuter Clinic: Dr. Emily McCobb Emily.Mccobb@tufts.edu

Tufts Ambulatory Service: Dr. Gene White Eugene.White@tufts.edu

Tufts at Tech: Dr. Greg Wolfus Gregory.Wolfus@tufts.edu

Tufts VETS: Alicia.Karas@tufts.edu

Tufts Wildlife Clinic: Dr. Maureen Murray Maureen.Murray@tufts.edu

Student liaison to Conflict of Interest Committee: Barbara Berman Barbara.Berman@tufts.edu

