Collaborating with Industry to Augment Education

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Collaborating with Industry:
CONFLICTS OF INTEREST

- Speakers Bureau: Gore, Medtronic
- Research Support: Medtronic
- Educational Grants: Cook, Gore, Medtronic
Collaborating with Industry: INTRODUCTION

• Resident Education Challenges
  – Time
  – Faculty
  – $
  – Up to date educational tools
    • Simulation
    • Hands on training
  – Keeping up with the abundance of new technology
    • Local experts
Collaborating with Industry: FUNDING EDUCATION

- GME
- Clinical revenue
- Industry
  - Direct industry support
  - Indirect industry support
Collaborating with Industry:

DIRECT INDUSTRY SUPPORT:

• Industry Courses
  – Procedure Specific
    • Is it something the fellows don’t see much of
    • Does it help them with credentialing, etc
  – General
    • Marketing for industry
    • Opportunity for residents to meet key stakeholders in industry
    • Opportunity to meet other faculty, residents
Collaborating with Industry:
DIRECT INDUSTRY SUPPORT:

North America
Cook Medica's Vista Education and Training programs are intended to encourage physician and industry collaboration to improve patient care by sharing best practices, including advanced techniques and opportunities to innovate current and new technologies.

Clinical Specialties
Select a clinical specialty below to view relevant course information.
- Anesthesiology
- Assisted Reproductive Health
- Thoracic and Vascular Surgery
- Critical Care Medicine
- Emergency Medicine
- General Surgery
- Gynecology
- Head & Neck Surgery
- Intensive Therapy
- Interventional Cardiology
- Interventional Neuroradiology
- Interventional Radiology
- Neurosurgery
- Otolaryngology
- Pediatric Hematology
- Plastic & Reconstructive Surgery
- Pulmonary Medicine
- Thoracic Surgery
- Trauma Surgery
- Urology
- Vascular Surgery

Division of Vascular Surgery
Collaborating with Industry:

DIRECT INDUSTRY SUPPORT:

• Dinners Presentations
  • Journal club
  • Invited speakers
  • Case conference

• Directed Training
  – Local workshops and device training events
Collaborating with Industry:

FACULTY PARTICIPATION:

• Highlight your local expertise and institution
• Promote faculty development
• Potential source of income for your division
• Access to new technology
Collaborating with Industry:
INDIRECT INDUSTRY SUPPORT

• Resident Education Programs
  – Fundamentals of Vascular Surgery
  – Methodist Bootcamps
  – Finishing School
  – Institutional Simulation Programs

• Society Sponsored Training
  – VESS
  – SCVS

• Travel Scholarships
  – Sponsored Meetings
  – Grants
Collaborating with Industry:
WHAT IS THE VALUE

- FVS
- IAVS
- Methodist Finishing School
- Bootcamps
- Cadaver labs
- Simulators
- Experts
- Passionate Educators
Collaborating with Industry: DECIDING WHAT ADDS VALUE

- Courses every week
- Access to new information
- Relationships with industry
- Resident travel
  - Work hours
  - Service responsibilities
- Who is doing the teaching?
- Does it add value?
Collaborating with Industry:
CONFLICT OF INTEREST

• University guidelines restrict industry interaction
• Sunshine Laws
Collaborating with Industry: 
FILLING THE GAPS AT USF

- Support for CAMLS 
  - Simulators 
  - Supplies 
- $ to support education programs 
  - Unrestricted educational grants 
    - Cadaver labs 
    - Simulation lab 
- Industry sponsored courses 
  - rEVAR 
  - pEVAR 
- Grants to run IAVS meeting 
  - $ 
  - Simulators/models/supplies 
  - Support staff 
- Travel grants for resident travel
Collaborating with Industry:
SUMMARY

- Industry wants to support education
- They have resources
- Provide unique learning opportunities
- Provide expertise
- Access to new technology
- Recognize what adds value to your program