



American College of Preventive Medicine

CORPORATE ROUNDTABLE

A FORUM COMMITTED TO ADVANCING PREVENTION
AND POPULATION HEALTH INITIATIVES



American College of Preventive Medicine
physicians dedicated to prevention



ABOUT ACPM

The American College of Preventive Medicine (ACPM) is a medical society of preventive medicine and public health physicians who manage, research, and influence population health. As the leader for the specialty of preventive medicine and physicians dedicated to prevention, ACPM improves the health of individuals and populations through evidence-based health promotion, disease prevention, and systems-based approaches to improving health and health care.

LEARN MORE ABOUT ACPM AT:
[ACPM.ORG/ABOUT](https://www.acpm.org/about)

PREVENTIVE MEDICINE SPECIALTY

Preventive medicine is practiced by all physicians to keep their patients healthy. It is also a unique medical specialty that addresses the health of individuals, communities, and defined populations.

Uniquely trained in both *clinical medicine* and *public health*, preventive medicine physicians are equipped to understand and reduce the risks of disease, disability, and death in individuals and in population groups.

Preventive medicine involves the assessment of population health and health care needs, the development of policy and strategy, the promotion of health, the control and prevention of disease, and the organization of services.

Preventive medicine physicians execute these types of programs in a wide range of sectors and settings, including:

- Public health agencies
- Military and federal agencies
- Private corporations
- Hospitals and health care systems
- Community and migrant health centers
- Community and migrant health centers
- Private practices

LEARN MORE ABOUT THE SPECIALTY AT:
[ACPM.ORG/PREVENTIVEMEDICINE](https://www.acpm.org/preventivemedicine)

ACPM CORPORATE ROUNDTABLE

The ACPM Corporate Roundtable is a forum for organizations to connect and discuss healthcare with the leadership of the American College of Preventive Medicine (ACPM), a professional medical society of preventive medicine and public health physicians.

Corporate Roundtable members are highly regarded organizations dedicated to promoting and influencing health for individuals and populations. This forum provides them with an opportunity to share knowledge, educate, and encourage innovation at many levels across the health system.

Working together, Corporate Roundtable members advance prevention and population health initiatives that are mutually beneficial.

- Corporate Roundtable members meet in person twice each year and hold additional discussions by phone.
- Members are also eligible for one-on-one meetings with ACPM leadership and several complimentary opportunities to increase their reach with ACPM's physicians membership and key audiences.

SEE PAGE 4 FOR A COMPLETE LIST OF BENEFITS.





JOINING THE ACPM CORPORATE ROUNDTABLE

Membership in the ACPM Corporate Roundtable is selective. Prospective members must apply and demonstrate their commitment to preventive medicine through shared values, missions, and activities that align with ACPM.

All prospective members must be approved by the ACPM Board of Regents, which determines eligibility and votes on membership applications.

FOR MORE INFORMATION, CONTACT MARGARET TRAN AT MTRAN@ACPM.ORG OR 202-466-2044 X123. TO APPLY, FOLLOW INSTRUCTIONS ON THE APPLICATION FORM.

Learn more about how your organization can benefit from membership in the ACPM Corporate Roundtable today!

FOCUS AREAS

- Educational and programmatic support for employers (both health- and non-health related organizations) related to health, health care management, employee fitness, and corporate productivity
- Improving the delivery of clinical preventive services by clinicians within both established and new, innovative care systems
- Advancing policy and advocacy issues such as improving coverage for preventive services, tobacco cessation, nutrition, physical activity, healthy communities, and corporate wellness
- Addressing emerging issues identified by Corporate Roundtable members that may benefit from ACPM study, application of existing best practices, or joint proposals to interested funding entities for analysis or improvement
- Developing new educational resources in changing disciplines, including infectious disease management, environmental health, health systems transformation, cardiovascular fitness, and lifestyle medicine

LEARN MORE ABOUT ACPM'S INITIATIVES AT:
[ACPM.ORG/INITIATIVES](https://www.acpm.org/initiatives)

BENEFITS OF MEMBERSHIP

Corporate Roundtable members interact directly with ACPM leadership and other members to network and to exchange ideas and insights.

Membership includes complimentary invitations to attend ACPM education programs, updates on policy efforts in healthcare and preventive medicine, and the opportunity to collaborate or contribute to cutting-edge ACPM initiatives.

MEMBERSHIP LEVELS



GOLD
\$15,000



SILVER
\$10,000



BRONZE
\$6,000

BENEFITS (BY LEVEL)

	GOLD	SILVER	BRONZE
ROUNDTABLE MEETINGS			
• Participation at two in-person meetings with the ACPM Board	●	●	●
• Semi-annual calls with ACPM leadership to discuss areas of interest	●	●	●
• One-on-one, in-person visits with ACPM leadership	●		
CONFERENCE BENEFITS			
• Registrations to <i>Preventive Medicine</i>	3	2	1
• Exhibit booths (10'x10') at <i>Preventive Medicine</i>	2	1	
MEMBERSHIPS / EDUCATION			
• Physician memberships	5	3	2
• Lifestyle Medicine Core Competency Program enrollments	3		
PUBLICATIONS			
• Articles in ACPM newsletters*	3	2	
• Lifestyle Medicine newsletter from ACPM	●	●	●
• Health System Transformation newsletter from ACPM	●	●	●
• <i>American Journal of Preventive Medicine</i> subscription	●	●	●
MEMBERSHIP RECOGNITION			
• On the ACPM website	●	●	
• In ACPM newsletters and social media channels	●	●	●

* Articles are written by members and approved by ACPM



CURRENT MEMBERS

GOLD
\$15,000

- Amgen
- Cornell Institute for Healthy Futures
- PhRMA*

SILVER
\$10,000

- EHE*
- McNeil Consumer Healthcare

BRONZE
\$6,000

- Bayer HealthCare*
- Cerner Corporation
- Cummins
- Eskenazi Health
- Full Plate Living
- Gilead Sciences*
- MDVIP
- Pfizer
- Sanofi
- Solera Health
- Takeda Pharmaceuticals
- UnitedHealth Group

* Charter member • Updated May 2018





ACPM CORPORATE ROUNDTABLE APPLICATION FORM

REQUIRED COMPONENTS

- Completed application form (print or online)
- Copy of your organization’s mission statement
- Brief statement describing your interest in and expectations for membership
- Signed copy of ACPM Policies on Corporate Relationships (page 11)

TO APPLY, COMPLETE THIS PRINT FORM OR THE ONLINE FORM AT: ACPM.ORG/CR

MEMBER DETAILS

Company Name: _____

Membership Level: Gold \$15,000 Silver \$10,000 Bronze \$6,000

Check enclosed. Check #: _____

Purchase Order enclosed.

Invoice request: Yes No

PAYABLE TO "AMERICAN COLLEGE OF PREVENTIVE MEDICINE" (TIN: 23-1722119)

CREDIT CARD INFO

Cardholders Name: _____

Card Number: _____

Expiration Date: _____ CSV Number _____

CONTACT DETAILS

Full Name: _____

Professional Title: _____

Department: _____

Mailing Address: _____

City _____

State _____ Zip: _____

Phone: _____

Email: _____

ALTERNATE CONTACT

Full Name: _____

Professional Title: _____

Department: _____

Mailing Address: _____

City _____

State _____ Zip: _____

Phone: _____

Email: _____

RETURN FORM + ALL REQUIRED COMPONENTS BY MAIL OR EMAIL (PREFERRED):

American College of Preventive Medicine
Margaret EG Tran, Program Manager
455 Massachusetts Avenue NW, Suite 200
Washington, DC 20001

mtran@acpm.org
Margaret EG Tran
Program Manager
202-466-2044 x123



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ACPM POLICIES ON CORPORATE RELATIONSHIPS

ALL ROUNDTABLE MEMBER ORGANIZATIONS MUST SIGN AN AGREEMENT TO ABIDE BY ACPM'S POLICIES ON CORPORATE RELATIONSHIPS.

9.1 Overview of Principles

The American College of Preventive Medicine's principles to guide corporate relationships have been organized into the following categories: General Principles that apply to most situations; Special Guidelines that deal with specific issues and concerns; and Organizational Review that outlines approval authorities and public disclosure responsibilities. These guidelines should be reviewed over time to assure their continued relevance to the policies and operations of ACPM and to the current business environment. The principles should serve as a starting point for anyone reviewing or developing ACPM's relationships with outside groups.

9.2 General Principles

ACPM's mission statement should provide guidance for externally funded relationships. Relations that are not motivated by the association's mission threaten the ACPM's ability to provide representation and leadership for the profession.

THE MISSION OF ACPM IS TO REPRESENT AND SUPPORT PREVENTIVE MEDICINE PHYSICIANS IN THEIR ROLE AS PUBLIC HEALTH AND HEALTH SYSTEMS LEADERS.

ACPM's vision and values must drive the proposed activity.

ACPM's vision and values ultimately must determine whether a proposed relationship is appropriate for ACPM. ACPM should not have relationships with organizations or industries whose principles, policies or actions obviously conflict with ACPM's vision and values. For example, relationships with producers of products that harm the public health (e.g., tobacco) are not appropriate for ACPM. In general, rather than responding to others, ACPM will proactively choose its priorities for external relationships and participate in those that fulfill these priorities.

9.2.2 *The relationship must preserve or promote trust in ACPM and the preventive medicine profession.*

To be effective, preventive medicine professionalism requires the public's trust. Corporate relationships that could undermine the public's trust in ACPM or the profession are not acceptable. For example, no relationship should raise questions about the scientific content of ACPM's health information efforts, ACPM's advocacy on public health issues, or the truthfulness of its public statements.

9.2.3 *The relationship must maintain ACPM's objectivity with respect to health issues.*

ACPM will accept funds or royalties from external organizations only if acceptance does not pose a conflict of interest and in no way impacts the objectivity of the association, its members, activities, programs or employees. For example, exclusive relationships with manufacturers of health-related products marketed to the public could impair ACPM's objectivity in promoting the health of the nation. Relationships that might bias, or appear to bias, ACPM's objectivity with respect to health issues are not acceptable.

9.2.4 *The activity must provide benefit to the public's health, patient's care, or physician's practice of preventive medicine.*

Public education campaigns and programs for ACPM members are potentially of significant benefit. Corporate-supported programs that provide financial benefits to ACPM but no significant benefit to the public or direct professional benefits to ACPM or ACPM's members require careful scrutiny. In the case of member benefits, external relations should advance professionalism or be neutral to it.

9.3 Special Guidelines

The following guidelines address a number of special situations where ACPM cannot utilize external funding.

9.3.1 *ACPM will provide health and medical information, but should not involve itself in the production, sale or marketing to consumers of products that claim a health benefit.*

Marketing health-related products (e.g., pharmaceuticals, home health care products) undermines ACPM's objectivity and diminishes its role in representing preventive medicine values and educating the public about their health and health care.

9.3.2 *Activities should be funded from multiple sources wherever possible.*

Activities funded from a single external source are at greater risk for inappropriate influence from the supporter — or the perception of it, which may be equally damaging. For example, funding for a patient education brochure should be done with multiple sponsors if possible. For the purposes of this guideline, funding from several companies, but each from a different and non-competing industry category (e.g., one pharmaceutical manufacturer and one health insurance provider) does not constitute multiple-source funding. ACPM recognizes that for some activities the benefits may be so great, the harms so minimal, and prospects for developing multiple sources of funding so unlikely that single-source funding is a reasonable option. Even so, funding exclusivity must be limited to discrete programs only



(e.g., tobacco conference) and shall not extend to a broad category (e.g., tobacco). The Board should review single-sponsor activities prior to implementation to ensure that (a) reasonable attempts have been made to locate additional sources of funds (for example, issuing an open request for proposals to companies in the category); and (b) the expected benefits of the project merit the additional risk to ACPM of accepting single-source funding. In all cases of single-source funding, ACPM will guard against conflict of interest.

9.3.3 *The relationship must preserve ACPM's control over any projects and products bearing the ACPM name or logo.*

ACPM retains editorial control over any information produced as part of a corporate/externally funded arrangement.

When an ACPM program receives external financial support, ACPM must remain in control of its entire content, and must approve all marketing materials to ensure that the message is congruent with ACPM's vision and values. A statement regarding ACPM editorial control as well as the name(s) of the program's supporter(s) must appear in all public materials describing the program and in all educational materials produced by the program. (This principle is intended to apply only to those situations where an outside entity requests ACPM to put its name on products produced by the outside entity, and not to those situations where ACPM only licenses its own products for use in conjunction with another entity's products.)

9.3.4 *Relationships must not permit or encourage influence by the corporate partner on ACPM.*

An ACPM–corporate relationship should not permit influence by the corporate partner on ACPM policies, priorities, and actions. For example, agreements stipulating access by corporate partners to the Board of Regents would be of concern. Additionally, relationships that appear to be acceptable alone may become unacceptable when viewed in light of other existing or proposed activities.

9.3.5 *Participation in a sponsorship program does not imply ACPM's endorsement of an entity or its policies.*

Participation in sponsorship of an ACPM program does not imply ACPM approval of that corporation's general policies, nor does it imply that ACPM will exert any influence to advance the corporation's interests outside the substance of the arrangement itself. ACPM's name and logo should not be used in a manner that would express or imply an ACPM endorsement of the corporation or its policies.

9.3.6 *To remove any appearance of undue influence on the affairs of ACPM, ACPM should not depend on funding from corporate relations for core governance activities.*



Funding for core governance activities from corporate sponsors (i.e., financial support for conduct of the Board of Regents or Executive Committee) could make ACPM become dependent on external funding for its existence or could allow a supporter, or group or supporters, to have undue influence on the affairs of ACPM. Some specific sponsors may make it possible to convene committee meetings — however this is unacceptable for the Board and Executive Committee meetings.

9.3.7 *Funds from corporate relations must not be used to support political advocacy activities.*

A full and effective separation should exist between political activities and corporate funding. ACPM should not advocate for a particular issue because it has received funding from an interested corporation. Public concern would be heightened if it appeared that ACPM’s advocacy agenda was influenced by corporate funding.

9.4 Organizational Review

The Board of Regents must screen every proposal for an ACPM corporate relationship prior to staff implementation.

9.4.1 *It is important for ACPM to have an orderly and predictable reporting process to the membership and for disclosure to others as appropriate.*

All ACPM corporate arrangements will be annually reported to the membership in the winter issue of ACPM News.

9.4.2 *The Board of Regents must approve all proposals for ACPM corporate relationships.*

Every new relationship must be approved by the Board of Regents, or through a procedure adopted by the Board.

9.4.3 *The Executive Director is responsible for the review and implementation of each specific arrangement according to the previously described principles.*

The Executive Director is responsible for obtaining the Board of Regents’ authorization for externally funded arrangements that have an economic and/or policy impact on ACPM. The Executive Director is responsible for implementing the activity in a manner that is consistent with the principles contained in this document.

Contact’s Signature: _____

I have read and agreed to the ACPM Policies on Corporate Relationships



BECOME A CORPORATE ROUNDTABLE MEMBER

Founded in 1954, the American College of Preventive Medicine (ACPM) is the only national medical specialty society of physicians focused exclusively on preventive and lifestyle medicine. In 2008, the ACPM Corporate Roundtable was established to foster open communication between the ACPM leadership and industry organizations like yours, in a non-competitive environment.

Contact Margaret Tran at mtran@acpm.org or 202-466-2044 X123 to learn more about how your organization can benefit from membership in the ACPM Corporate Roundtable.



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