



College of Veterinary Medicine

UNIVERSITY OF GEORGIA

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BACKGROUND AND OVERARCHING PRINCIPLES

The University of Georgia College of Veterinary Medicine (UGA CVM) acknowledges that interactions between corporate entities and their representatives occur regularly between UGA CVM faculty, staff, house officers, and students (hereafter “personnel”). These interactions have the potential to educate UGA CVM personnel regarding therapies, medical devices, job opportunities, and diets that may be helpful to patients and clients of the UGA CVM and elsewhere. These interactions also prepare veterinary students for interactions they may have as veterinary practitioners after graduation. When interactions between corporate entities and students occur under the oversight of a UGA CVM faculty member or house officer, they may provide an opportunity to educate students on concepts such as conflict of interest, bias, and transparency in clinical practice and research. The college also acknowledges that some of these corporations are interested in interacting and developing relationships with our students to make them aware of future externship, internship and employment opportunities. However, interactions between corporate entities and UGA CVM personnel also have the potential to introduce bias in clinical practice that may be harmful to patients or clients.

Historically, the **Corporate Interactions Committee (CIC)** oversaw **all** corporate entities that had a presence on campus and interacted with our veterinary students, and all corporations abided by the same Corporate Interaction Policy. This policy was written prior to a large number of **Veterinary Practices** making up a significant number of the corporations registered with the CIC. While we are supportive of our students interacting with Veterinary Practices interested in providing employment opportunities to our students, it has become increasingly challenging to hold Veterinary Practices to the same standards outlined in the Corporate Interaction Policy intended for non-veterinary practices. In addition, **As a result, the UGA CVM and the UGA Student American Veterinary Medical Association (SAVMA) have collaborated to establish a SAVMA Committee, called the Veterinary Practice Partner Committee (VPPC), whose primary purpose is to distribute practice information and employment opportunities from both Corporate and Non-Corporate Veterinary Practices to our students in a fair and equitable way.** This committee will serve as the liaison between Veterinary Practices and the student body.

More recently, the number of opportunities for students interested in shelter medicine is increasing. At the same time, the number of **registered 501(c)3 non-profit veterinary hospitals serving low-income communities or veterinary clinics affiliated with humane societies** appear to also be on the rise. Students with an interest in shelter medicine increasingly have more career opportunities in these types of practices. 501(c)3 non-profit veterinary hospitals or clinics will be under the VPPC and will receive complimentary registration, thereby providing opportunities to give lectures to veterinary students who are members of clubs. If they also wish to be included in the monthly newsletter or participate in the Annual Career Fair, please see the additional information **starting on page 15** pertaining to registration fees.

Overarching principles that have been considered in development of this document are as follows:

1. The UGA CVM is committed to ensuring transparency in all dealings between UGA CVM personnel, Corporations and Veterinary Practice entities and their representatives.

2. In clinical practice, the primary responsibility of UGA CVM personnel is to the patient and client.
3. Research has shown that receipt of even small gifts from corporate entities can influence the clinical practice of physicians (PLoS Med 2012;7:1-22). It is likely that veterinarians are similarly influenced, but little research has characterized this.
4. Because of the current organization of veterinary practice, veterinarians in clinical practice are more likely than physicians to be required to interact directly with corporate representatives to make decisions regarding medications, medical devices, feedstuffs, and supplements that may be necessary for appropriate care of their patients. Therefore, within certain limits, interactions between veterinary students and corporate entities and their representatives provide an opportunity for students to develop skills and knowledge to help them recognize and minimize bias and conflict of interest in their clinical practice that may arise from such interactions after they graduate.
5. Corporate and Veterinary Practice entities and their representatives should not have undue influence on veterinary students. UGA CVM faculty/staff should be aware of corporate and veterinary practice interactions with veterinary students in the UGA CVM, and guidelines should be in place to ensure that interactions between corporate and veterinary practice entities and UGA CVM veterinary students operate within appropriate limits.
6. Corporate and Veterinary Practice entities and their representatives should not have undue influence on veterinary students. UGA CVM faculty/staff should be aware of corporate and veterinary practice interactions with veterinary students in the UGA CVM, and guidelines should be in place to ensure that interactions between corporate and veterinary practice entities and UGA CVM veterinary students operate within appropriate limits.
7. Representatives from corporate entities often make presentations to UGA CVM veterinary students. These presentations are generally intended to educate students regarding products or services provided by the corporate entity. Such presentations by nature are also promotional.
8. Historically, multiple presentations have been made annually in the UGA CVM on similar subjects by different companies. For example, students may have the opportunity to attend as many as 5 one-hour presentations on heartworm preventatives. While all corporate and veterinary practice entities should have equal access to students, "equal access" could lead to an expectation that students attend an unreasonable number of hours of presentations. Faculty or staff could help develop guidelines so that equal access is balanced with reasonable time demand of students.

9. **Non- Practice Veterinary Corporations** will continue to register with the **Corporate Interaction Committee** (see page 5) for more specific information regarding registration of corporations, presentations, and product distribution).
10. **Corporate Veterinary Practices and Non-Corporate Veterinary Practices** register with the **Veterinary Practice Partner Committee (VPPC)** every year instead of with the Corporate Interaction Committee. They will become a “**Veterinary Practice Partner**” (hereafter “VPP”) and register with the VPPC. They will have the ability to share information about their clinics and employment opportunities with veterinary students through the UGA SAVMA Chapter (see page 12) for more information about the VPPC and the VPP).
11. **Registered 501(c)3 Non-Profit Veterinary Hospitals serving low-income communities or Veterinary Clinics affiliated with humane societies** who register with the Veterinary Practice Partner Committee will receive complimentary registration to provide lectures to student clubs. This complementary registration only applies to providing lectures to student clubs. If interested in advertising in the monthly newsletter or having a table at the GVMA/SAVMA/SCAV Career Fair, please see page 13.

PURPOSE

This document outlines UGA CVM policy on corporate and veterinary practice interactions with UGA CVM personnel, with an emphasis on interactions between these entities and veterinary students.

Note: The UGA CVM has established policies on faculty consulting, which may include consulting for corporate entities; thus consulting policies are not addressed in this document.

SCOPE

This policy covers

1. Non- Practice Veterinary Corporations interested in interacting with veterinary students
2. Veterinary Practices interested in interacting with veterinary students
 - i. Corporate Veterinary Practices
 - ii. Non-Corporate Veterinary Practices
 - iii. Registered 501(c)3 Non-Profit Veterinary Practices
3. CVM faculty, staff, and students

DEFINITIONS

1. **Corporate Interactions Committee (CIC)**- The CIC is a small college committee of faculty, staff, and students appointed by the Associate Dean for Academic Affairs and tasked with (1) approving new corporations interested in registering with the CIC and monitoring existing corporations; and (2) evaluating requests by corporate representatives to make presentations and distribute products to students.

- a. **Non-Practice Veterinary Corporations registered with the CIC**

Members of this committee are appointed by the Associate Dean for Academic Affairs and consist of 3 faculty members, 2 staff members and 2 student representatives elected by their peers during their first year. They remain on the committee for two years.

2. **Veterinary Practice Partner Committee (VPPC)**- The VPPC is a small SAVMA committee of faculty and students that volunteer to evaluate veterinary practices and the information about employment, externship, and internship opportunities they would like to present to students. A monthly newsletter distributed by email to the veterinary students will be the primary method used to disseminate this information. The VPPC also helps to facilitate the Annual Career Fair in conjunction with the Georgia Veterinary Medical Association and the South Carolina Association of Veterinarians. The following types of veterinary practices register with the VPPC.

- a. Corporate Veterinary Practices, *defined as 5 or more veterinary practices owned by the same corporation or business*
- b. Non-Corporate Veterinary Practices, *defined as 4 or less veterinary practices owned by the same business*
- c. Registered 501(c)3 Non-Profit Veterinary Hospitals *servicing low-income communities or Veterinary Clinics affiliated with humane societies*
- d. Recruiting agencies that are not directly affiliated with Veterinary Practices are not eligible to be a Veterinary Practice Partner.

POLICY/PROCEDURE for Non-Veterinary Practice Corporations (NVPC) (and Veterinary Practice Partners Giving a Lecture to a UGA CVM Club)

1. All corporations interested in interacting with UGA CVM students must first read **the Corporate and Veterinary Practice Policy** listed on the UGA CVM Website (<https://vet.uga.edu/student-life/student-clubs-and-organization/>). Corporations must agree to adhere to this policy if they wish to interact with students and **sign this document on page 18**. Interested Corporate Representatives should then contact the Corporate Interaction Student Representative (ugascavmacic@gmail.com) listed on this same link. The CIC Student Representative will contact the corporation and discuss the application process further.

2. **Enrollment of NEW corporations will occur ONLY during the first 3 weeks of September each year.** New corporations that miss the annual enrollment period must wait until the next open enrollment period to apply. Interested Corporate Representative should then contact the CIC Student Representative listed on this same link as above. The CIC Student Representative will contact the corporation and discuss the application process further.
3. **Registered CIC Corporations** must also re-register with the CIC at the beginning of Fall semester. They must also re-register any time there is a change in the corporate representative or the student representative for the corporation. The student representative for the corporation can submit this registration form to the CIC.
4. **All Non- Practice Veterinary Corporations** (i.e. drug companies, pet food companies, etc) seeking approval from the CIC must be willing to **hire a student representative**, who serves as the person who facilitates all communications between the corporation and our students. Presentations to our students by these corporations must be at least 90% educational, and promotional content must be limited to 10%. **Exceptions** to this requirement include corporations that provide specific educational content in the DVM Curriculum.
 - i. If a **representative from an unregistered company/organizations is asked to give a presentation by a SAVMA club**, there are restrictions the SAVMA club officer is responsible for communicating to the individual. Chiefly, the content presented may not include any brand/company promotional material. Additionally, any information shared about the company during a presentation should be limited to an introductory slide and must be related to the speaker's qualifications on the subject (or pertain directly to the topic of interest). As with all other CIC/VPPC partnered presentations, it is the responsibility of the SAVMA club officer to submit a Presentation Request to the CIC.
5. All CIC approved Non-Practice Veterinary Corporations should have equal opportunity to interact with students. Interactions with students include those in which any **UGA CVM resources** are used during these interactions, whether the corporate interaction occurs on-campus in-person or via video communications, such as Zoom, GoToMeeting, etc. **No in-person off-campus events are allowed**. UGA CVM resources include, but are not limited to electronic resources, such as listserves, ugmail, and social media sites affiliated with the UGA CVM or using that in their name, as well as physical facilities, such as wall space for posters, mailboxes, etc. Adherence to CIC Policy applies to all such interactions and requires CIC approval prior to conducting these interactions.

Corporations and Veterinary Practice Partners giving Presentations to Students Should Read Items 6 – 9

6. Although the majority of veterinary student education in the UGA CVM should come from faculty, staff, and house officers, it is acknowledged that there can be educational value in

presentations given by corporate representatives. For this to be the case, such **presentations should contain no less than 90% background or supporting information that is not specifically promotional**. Also, company affiliated speakers must conduct themselves in a professional manner and provide accurate information in their presentations. In addition, presentations must be made by speakers who are qualified to answer student questions related to veterinary medicine as directly relevant to the product or service.

7 **Guidelines for gifts and food intended for human or animal use or consumption.**

Definition of a gifts and monetary limits on free food served at presentations:

- a. **Gift cards of any kind or monetary incentives from corporations are strictly prohibited**. This limitation does not pertain to scholarships or awards/sponsorships provided by corporate entities.
 - Surveys through Academic Affairs are exempt from the gift card policy.
 - Remote National Chapter Club Meetings are also exempt from the gift card policy. Regional Club Meetings between 2-3 chapters do not qualify for this exemption.
- b. **Small gifts** are defined as items **valued at less than \$5**. Examples include things such as pens, note pads, tote bags, toys, leashes, etc. These small gift items are not considered to be a source of significant concern as far as biasing students and do not require CIC approval.
- c. **Large gifts** are defined as items valued at greater than or equal to \$5. Example include textbooks and backpacks. A Product Distribution Request Form must be submitted to the CIC by the student representative for the corporation at least 3 weeks in advance of distribution and be approved prior to distribution. This limitation does not pertain to scholarships or awards/sponsorships provided by corporate entities.
 - Coupons or online codes for free pet food, preventives, NAVLE Prep Materials, etc. are permitted. Coupons or codes for discounts off the full price for products are also allowed. All coupons or online codes require submission and approval of a Product Distribution Request through the CIC at least 3 weeks in advance of distribution.
- d. Gift items should only be distributed by student representatives at approved **on campus events** including, but not limited to lunchtime seminars, product distribution day, student orientation, or other similar sanctioned event. Student representatives should remove any undistributed items at the conclusion of the event. This includes items displayed in the student lobby at the CVM or at the Station at the VMC.
- e. Sale or resale of the gift products is not permitted.
- f. Food and non-alcoholic refreshments provided by companies at on-campus corporate speaker presentations are greatly appreciated. Price per person of meals is capped at \$20.
 - Food can only be provided at in-person events. Gift cards for food for online events or for students who cannot attend an in-person event is not allowed.
- g. Clean up and arrangement for trash collection is the responsibility of the student representative of the sponsoring entity. If a company does not have an onsite student representative, then the student organization or faculty member who invited or facilitated arranging for the company to speak must ensure the room is clean and available on time

for the next scheduled use of that room. Events occurring after 5 pm or on weekends must adhere to the “**Cleaning Policy for After Hours and Weekend Meeting or Events**”. This policy can be found on the UGA CVM Website under Student Life (<https://vet.uga.edu/student-life/student-clubs-and-organization/>).

8. **Guidelines for corporate sponsorship of educational events.** The CVM recognizes the importance of and appreciates corporate sponsorship of continuing education conferences, new student orientation and various CVM social events, which are essential in building the CVM community. Any advertisement (flyer, email, webpage) of these corporate sponsored events must be unambiguously identified as being sponsored by the specific company(s).

9. **Policy on corporate presentations to DVM students.** The Corporate Interaction Committee (CIC) will evaluate all requests by corporate representatives to make presentations to students. The CIC will evaluate requests monthly and approve or deny requests within a reasonable time (e.g., 3 weeks) of review. **Veterinary Practice Partners** should work with the Chair and Chair elect of the VPPC and the club hosting them to schedule and submit requests. Student representatives for non-veterinary corporations wishing to make presentations and/or distribute products or gifts to UGA CVM students must complete a 1- page form (Presentation Request Form and/or Product Distribution Request Form, respectively) (available on the UGA CVM website: <https://vet.uga.edu/student-life/student-clubs-and-organization/>). **This form must be filled out by a UGA CVM student representative for the corporation, sponsoring CVM Club or faculty member.** Corporate representatives are not allowed to fill out and submit these requests. All information on the forms must be provided. If something on the form is not applicable to your event, then put N/A for that question. **Do not skip filling in an item on the form or it will be returned and will need to be resubmitted.**
 - A. For Corporate Presentations:
 - b. title of proposed presentation
 - c. rationale for making the presentation to UGA CVM veterinary students
 - d. speaker’s qualifications
 - e. outline of presentation
 - f. food, gifts, or product to be provided to attendees
 - g. agreement to comply with the UGA CVM Corporate Interaction Policy
 - h. sponsoring UGA CVM club is, if any
 - i. name and contact info of student representative or club officer
 - B. For Product Distribution:
 - a. description of product and approximate monetary value of the product
 - b. rationale for making product available to students
 - c. peer-reviewed references supporting product efficacy
 - d. agreement to comply with the UGA CVM Corporate Interaction Policy
 - e. sponsoring UGA CVM club, if any
 - f. name and contact info of student representative, if any

Requests for CIC for Presentations and/or Product Distribution **must be submitted at least 3 weeks in advance of the scheduled event**. This allows time for the CIC to review the requests, follow-up with any questions or clarifications pertaining to the request or to notify the student that the request is incomplete and needs to be resubmitted once it is complete. Only after the request has been approved by the CIC can the SAVMA President Elect reserve a room or slot on the SAVMA calendar for the event.

All reservations will be made in the order in which they were submitted, and only one event can be scheduled at any one time. Should the student not be able to meet the three-week timeline, they should first check with the CIC Student Representative on the committee before submitting a late request to determine if the committee can accommodate the late request.

The purpose of having this committee review all requests for corporate presentations or product distribution to UGA CVM veterinary students is:

- A. To provide a standardized and even handed system of ensuring that all corporate presentations made to UGA CVM veterinary students meet the guidelines outlined above (“Background and overarching principles”) for educational content and speaker qualifications;
- B. To ensure that students are not subjected to an unreasonable number of presentations on similar subjects annually (with the definition of “reasonable” to be determined by the committee);
- C. To provide a system for scheduling corporate presentations that is standardized, streamlined, timely, and not unduly burdensome on the SAVMA President-Elect or other students; and
- D. To provide a vehicle for faculty oversight of presentations made to students and for products distributed to students.

While evaluation of the proposed presentation by the committee is intended to ensure a minimum level of educational content and speaker qualifications, obviously there is the possibility that the presentation actually given may not be consistent with the proposal submitted. **This would be a violation of the CIC Policy**. To provide oversight of presentations, when possible, it is recommended that a UGA CVM faculty, staff member or house officer be asked to attend corporate presentations and report any violations of policy.

For remote video communications, the invite must include the members of the CIC committee. **Remote events are not eligible to provide food to participants**. The student representative for the corporation can provide this information. If problems or concerns with the presentation are noted, the faculty/staff/house officer, or a student attendee would address the issues with the CIC for review. The CIC would determine the appropriate course of action. Since attending corporate presentations could become burdensome for faculty/staff/house officer attendees, UGA CVM students can also provide feedback on a presentation and report any problems to the CIC.

10. **Student behavior at corporate sponsored events.** Students who attend any corporate sponsored events should show proper respect by being attentive during the presentation. No computers or other work should be open during in-person presentations, and students must be respectful during the presentation. For remote presentations, the students must have their video component on their computers turned on and be attentive during the presentation.

If the company has provided food for an in-person meeting/presentation, the students should remain in the presentation after obtaining and consuming the food. Moreover, the students should stay through the entire presentation. Students entering late after the presentation has started, especially 4th-year students, who are participating in clinical rotations, should enter in the room in an unobtrusive manner.

Companies who provide meals at their seminars often request that students RSVP prior to the event to ensure that the appropriate amount of food is ordered without going over budget. Students who RSVP are expected to attend the entire seminar and should not leave out the back door after picking up food. Students who have not RSVP'ed for a seminar but would still like to attend a seminar should not take food until everyone who has RSVP'ed has had a chance to get food. Consequences for students who fail to adhere to these policies are outlined in SAVMAs Strike Policy.

Veterinary students cannot serve as a representative for Veterinary Practices in an unofficial capacity, nor are they allowed to post or distribute information about practices or recruit for jobs. Veterinary Clinics/Corporations found hiring students to serve as a student representative within the college will be in violation of the policy

11. **Guidelines for student corporate representatives.** All students that are Non- Veterinary Practice Corporation representatives must register their corporation with the CIC. Registration should include the following information in writing (form available at this website: <https://vet.uga.edu/student-life/student-clubs-and-organization/>):
- A. The name of the student representative
 - B. The company he/she is representing
 - C. A brief description of the company
 - D. Contact information for the student's supervisor within the company
 - E. The duties required of the student by the company
 - F. Benefits for the student representative (including payment, travel, and other gifts)
 - G. The process by which new representatives will be chosen

It is the responsibility of the student representatives to keep the above information, especially corporate contact information, up-to-date. The representative must also provide information on the lunches/dinners, wet labs, and donations the company provides to the CVM. The student representative is also responsible for ensuring that his/her company understands the guidelines and regulations in this document and complies with them when interacting with the College.

12. **Commercial Corporate Sponsorship Policy.** The UGA CVM recognizes that nutrition plays an important role in the management of all our patients, and that we have a responsibility to educate veterinary students about commercial and therapeutic pet food products. In addition, new pet food products are continually being developed and released, and it is important for students to have a working knowledge of this changing market in order to make informed decisions about patient management and to provide the most current and accurate information to clients. The same overriding principal applies to other corporations, such as drug companies. Corporations can provide educational information about nutrition, drugs, or new products that can enhance or supplement information taught in the curriculum.
13. **Corporate Presentations.** Company-affiliated speakers and presentations must be scheduled through the CIC, and they will be approved and evaluated based on the guidelines above (“Policy on corporate presentations to DVM students”).
- A. Company-affiliated presentations to the entire student body shall be **limited to one per company per semester**. Exceptions may be made if an instructor requests that a specific Company Representative speak to the students in their course or rotation.
 - B. Company-affiliated presentations must focus on educational topics appropriate for that company and their speaker’s qualifications.
14. **Pet Food Products.** Currently, pet food companies either donate their products or sell them at a reduced rate to UGA CVM personnel. In a time of continually shrinking budgets, UGA CVM appreciates these contributions. The following are policies pertaining to pet food products at UGA CVM:
- A. All CIC approved companies should be given equal opportunity to make their products available for use at UGA CVM.
 - B. Pet food companies that offer a feeding program for pets of students and employees at UGA CVM shall provide fair access to all personnel. It is not acceptable to exclude any one class of employees (for example, to allow faculty but exclude staff) from enrollment in a pet food program.
 - C. All therapeutic pet food products must be distributed under guidelines, such as those already established for the Hill’s SAVMA Feeding Program, which requires a prescription from the VTH, the Clinical Nutritionist or from a DVM not affiliated with the VTH for therapeutic diets. At no time should a Pet Food Company Student Representative order and distribute therapeutic pet food products at UGA CVM independent of UGA CVM veterinary oversight.
15. **Guidelines for distribution of non-pet food related products.** Products addressed here include pharmaceuticals (prescription and non-prescription drugs), or products related to animal health (e.g. shampoos). **As mandated by law, the distribution of prescription pharmaceuticals must be through a licensed veterinarian**, (i.e. faculty member). In order for these products to be distributed, the following guidelines must be followed. Failure to follow these guidelines will result in a one-year suspension of a company’s right to distribute products.

- A. To donate pharmaceuticals and products through means other than through the pharmacy in the Veterinary Teaching Hospital, the student rep for the company must first submit a Product Distribution Request to the CIC <https://vet.uga.edu/student-life/student-clubs-and-organization/>
- B. Only approved products may be provided or advertised on school grounds or using the UGA list serve system. Furthermore, UGA email addresses (i.e., @uga.edu) may not be used to advertise on-campus distribution until approval has been obtained.
- C. For product distribution, an approved designated time must be scheduled for distribution on campus. After distribution, all products must be removed from the designated distribution point (e.g. the student lobby or the Station). Remaining product will be confiscated by the Office of Academic Affairs. For large amounts of product (i.e. heartworm prevention), product may be stored in a designated secure area on school grounds.
- D. Alternatively, with prior approval, products may be placed in student mailboxes.

POLICY/PROCEDURE for Veterinary Practice Partners (VPP)

1. A payment of **\$2,000 a year from each Corporate Veterinary Practice** (≥ 5 *veterinary practices owned by the same corporation or business*) or **\$500 a year from Non-Corporate Veterinary Practices** (≤ 4 *veterinary practices owned by the same corporation or business*) is required to remain registered within the Veterinary Practice Partner Program. These funds will go directly to UGA's SAVMA chapter to support its mission to provide funding for the 20(+) clubs/student organizations it oversees as well as aid in the countless leadership and scholarship opportunities it provides. The proceeds may also be used to award funding to veterinary students in good standing with the UGA SAVMA Chapter to help offset travel expenses associated with education-related externships and conferences or to help offset the costs of our students taking the NAVLE. The SAVMA Executive Board will determine how these funds are spent each year.

Registered 501(c)3 Non-Profit Veterinary Hospitals serving low-income communities or Veterinary Clinics affiliated with humane societies who register with the Veterinary Practice Partner Committee will receive **complimentary registration** to provide lectures to student clubs, and these lecture would allow 10% promotional information about opportunities for students. A \$200.00 registration fee is required for non-profits interested publishing two ads per semester in the monthly newsletter that goes out to all of the veterinary students. Non-profits interested in having a table at the Annual Career Fair must pay the same registration fee as the Non-Corporate Veterinary Practices (\$500 a year) or alternatively register for the Career Fair through the GVMA.

A. **The GVMA/SAVMA Career Fair in on September 21, 2024 from 10 am – 2 pm.**

B. **Payments are due by September 30th of each year. VPPs wishing to be guaranteed a table at the Career Fair must be registered with the VPPC and have paid their fee by August 18, 2024.**

*Payments will be accepted by checks only and should be made out to SAVMA.

C. Please mail checks to the following address:

The University of Georgia CVM
Office of Academic Affairs (Attn.: Dr. Mary Hondalus)
501 DW Brooks Dr
Athens, GA 30602

2. Veterinary Practice Partners (VPP) and registered 501(c)3 non-profit hospital or clinics who pay a registration fee will be allowed two posts per semester in consecutive months in the Veterinary Practice Partner Committee's newsletter, **Veterinary Practice News**, that will be electronically distributed to all veterinary students monthly and posted on TV monitors in student lobbies during the Fall and Spring Semesters.

A. The post will include information that VPPs wish to relay to all veterinary students at the UGA CVM, such as:

- a. Contact Information
- b. Practice/Hospital Information
- c. Internship Opportunities
- d. Externship Opportunities
- e. Job Opportunities
- f. Continuing Education Events/Conferences
- g. Educational Information

B. No financial incentives (gift cards, cash, etc) can be offered to students who contact the veterinary practice nor can discounts for products or services be offered by VPPs.

3. Every registered and approved Veterinary Practice Partner will have a Google Drive folder. This information will be sent via email to the Veterinary Practice Partner.

- a. It is the responsibility of that practice to upload content into their folder that they would like to be shared in the newsletter.
- b. **All content must be loaded onto the google Drive folder by the 25th of the month preceding the month it is to being distributed in the newsletter**
- c. If no new information is provided by the 25th of the month, the committee will re-distribute the same information included in the previous post for all opportunities still available and in the appropriate date range.

4. Veterinary Practice Partners will no longer have student representatives. Those VPPs who have existing student representatives previously hired on multi-year contracts will be allowed to have those student reps remain in that role until expiration of their contract or until that student is no longer able to fulfill their obligation as a student representative. **The interactions between the Veterinary Practice Partner and the College of Veterinary Medicine will be facilitated by the student members of the Veterinary Practice Partner Committee.** Student representatives for Veterinary Practice Partners no longer have a role in facilitating these types of communications.

Veterinary students cannot serve as a representative for Veterinary Practices in an unofficial capacity, nor are they allowed to post or distribute information about practices or recruit for jobs. Veterinary Clinics/Corporations found hiring students to serve as a student representative within the college will be in violation of the policy

Veterinary Practice Partners that currently have a student representative grandfathered in as described in the above paragraph must complete and submit a Corporate Registration Form (<https://vet.uga.edu/student-life/student-clubs-and-organization/registration-of-corporations-form/>) notifying the CIC and VPPC that the VPP has a student representative. Communications between the Veterinary Practice Partner and the UGA Veterinary Students will still be limited to the monthly newsletter that the SAVMA Veterinary Practice Partners Committee distributes to the students, a presentation hosted by one of our clubs and the Career Fair. As a result, the role of the student representatives for Veterinary Practice Partners is very limited since they are no longer involved with communications between the Veterinary Practice and the students or arranging for presentations to the students.

5. **Becoming a VPP will not exclude you from partnering with a SAVMA club to host a presentation**, but the presentation must still abide by the CIC guidelines set forth in this Policy (see pages 6 – 9). In-person off campus events are strictly prohibited. On-campus VPP and UGA CVM Club tailgates on campus or fraternity sponsored events are also not allowed. VPPs interested in sponsoring non-educational events with students/clubs should contact The Office of Academic Affairs.
 - a. If a VPP is interested in making a presentation, please contact the Veterinary Practice Partner Chair (ugasavmavppc@gmail.com) to request a VPP Presentation Request Form.
 - b. The VPP Presentation Request form will be distributed to Club Officers to see which SAVMA Club is interested in hosting the presentation.
 - c. **Only Corporate and Non-Corporate Veterinary Practices registered with the SAVMA VPPC are allowed to provide up to 10% promotional content in their lecture as well as distribute information about opportunities for students at their practices.**
 - d. **Veterinary Practices not registered with the VPPC** may give presentations to UGA CVM Clubs, however **the content of the lecture must be strictly educational except for one introductory slide at the beginning of the lecture.** They also are prohibited from distributing any information to the students pertaining to their practice or externship and job opportunities. The student member of the club arranging the lecture must inform the practice of these restrictions prior to the lecture. The student is also responsible for making sure no promotional information is distributed by the practice before, during or after the lecture. Failure to adhere to this policy may result in the practice being banned from giving future lectures to a UGA CVM Club.

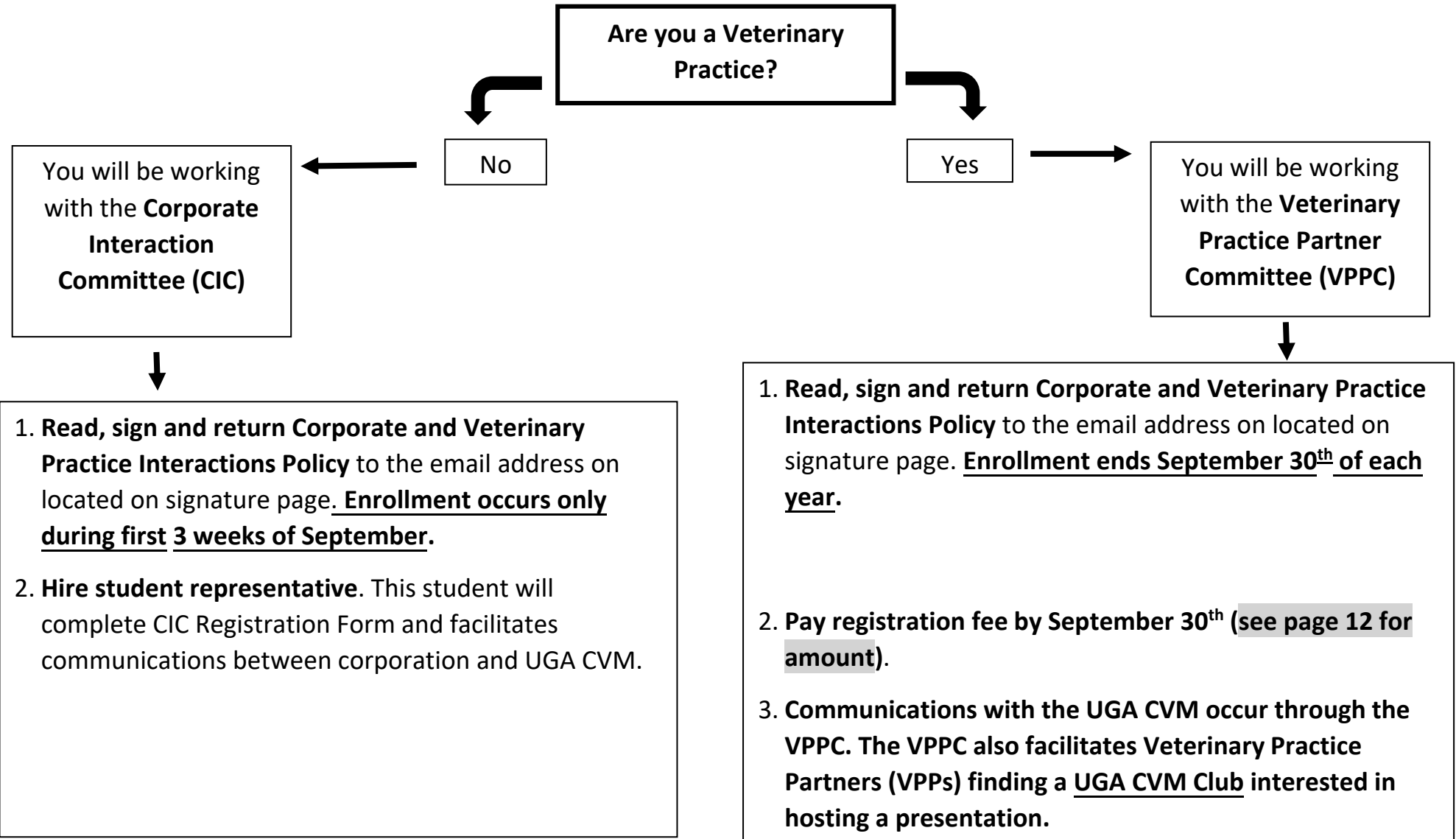
6. VPP's will be recognized at each educational event sponsored by UGA SAVMA with funds raised through the Veterinary Practice Partners Program
7. **Yearly Career Fair** (Saturday, September 21, 2024 from 10 am – 2 pm)
 - a. Veterinary Practices who have registered with the SAVMA VPPC and have paid their registration fee by **August 18, 2024** will be guaranteed a table at the career fair and receive a complementary registration for one table at the annual GVMA/SCAV/UGA SAVMA Career Fair. Please fill out the SAVMA VPPC Career Fair Registration form by August 18, 2024 to be guaranteed a table at the career fair.
 - If veterinary practices would like to have more than one table at the career fair, they must be members of the GVMA and pay an additional registration fee to the GVMA provided space is available.
 - Space is limited for the Career Fair, and additional space (tables) is on a first come, first served basis.
 - b. **The date of the GVMA/UGA SAVMA Career Fair is Saturday, September 21, 2024 from 10:00 am – 2:00 pm.**
 - The event will be held at the Veterinary Education Center (VEC) located on the UGA CVM Teaching Hospital Campus at 2200 College Station Road, Athens, GA 30602.
 - Parking at the event is free.
 - Each practice will be given tickets to hand out to students when they come to visit their table. Students can then put their tickets into a raffle to win prizes.

Consequences of Policy Non-Compliance of Corporate and Veterinary Practice Interactions Policy

1. **Corporate or Veterinary Practice Partner Representatives.** If a corporate or Veterinary Practice Partner representative fails to follow the established guidelines, the CIC or VPPC will discuss the violation and give the corporation or veterinary practice partner a chance to provide an opportunity to explain why they failed to adhere to the agreed upon Corporate and Veterinary Practice Interactions (CVPI) Policy. One of 2 outcomes will occur as a result of this violation.
 - A. The corporation or veterinary practice partner will be placed on a one-year probationary period. Further violation of the CVPI Policy during this probationary period will result in immediate suspension for one year from the date the second violation occurred.
 - B. The corporation or veterinary practice partner will be placed on immediate suspension, at which time the corporation or veterinary practice partner will be prohibited from making presentations, posting announcements in the monthly newsletter, distributing product and any other informational materials to the UGA CVM students for 1 year. **The SAVMA VPPC will not issue a refund to veterinary practices that are suspended.** Re-admittance into the UGA CVM will then be up to the discretion of the CIC.

2. **Student Representatives for Non-Veterinary Practice Corporations or Veterinary Practice Partners with student representatives grandfathered in.** If a student representative does not adhere to the guidelines outlined in this policy, they will be placed on one year of probation, with monitoring by the CIC or VPPC and the Office of Academic Affairs. If during the year of probation, he or she does not adhere to the policy, the Associate Dean for Academic Affairs will contact the entity they are the student representative for and inform them that the student representative will need to be replaced.
3. **UGA CVM student clubs/faculty advisors.** If a UGA CVM student club does not follow the policy guidelines with regard to company sponsorship and presentations, the club will be given a warning and put on probation for one year. If the club fails to follow policy during the probation period, they will lose the right to utilize corporations or veterinary practices for sponsorship or speakers until new club officers are elected in the following year or as otherwise decided on by the CIC or VPPC.
4. **UGA CVM staff/faculty.** If a UGA CVM staff or faculty member does not follow the policies in this document, the CIC will evaluate the situation on a case-by-case basis, and will communicate with the Associate Dean for Academic Affairs and/or the Dean regarding an appropriate course of action.

Quick Guide to Corporate and Veterinary Practice Interaction Policy Application Process



Quick Guide to Corporate and Veterinary Practice Interaction Presentation to Students Process

Is your corporation or veterinary practice registered with either the Corporate Interaction Committee (CIC) or the Veterinary Practice Partner Committee (VPPC)?

Yes

Are you registered with the VPPC?

Yes

No, we are registered with the CIC

No

1. Please contact VPPC chair ugasavmvppc@gmail.com, fill out the VPP Club Presentation Form and submit to Chair of VPPC.
2. Chair of VPPC will distribute the completed forms to the UGA CVM Clubs.
3. Once a club decides to host a VPP for a presentation, the club officers then follow the same guidelines as listed for student representatives for Corporations
 - Guidelines are located on pages 5-9 of this document

1. Each corporation is allowed one non-club hosted presentation per semester. A UGA CVM Club may also choose to host corporations for additional presentations. The individual giving the lecture must adhere to policy guidelines for presentations outlined on pages 5-9 in the Corporate and Veterinary Practice Interactions Policy that they signed and agreed to follow during registration process
2. **Student representative** is responsible submitting **Presentation Request Form** for approval through the CIC three weeks in advance of presentation. Student Representative is responsible for submitting a **Product Distribution Request** any time the value of a give-away is >\$5. If a club is hosting the event, the club officers are responsible to filling the role of the student representative.
 - Once the Presentation Request is approved, a Room Reservation Request must be submitted to the SAVMA President-elect.
3. Student representative(s) are responsible for cleaning up after the event for cleaning up after the presentation or pre-arranging with SAVMA for the club to pay for Facilities Management Division (FMD) to clean up. This must be done 3 weeks in advance of the event.

1. Presentation must be hosted by a UGA CVM Club
2. **Presentation must be non-branded and strictly educational.**
 - no promotional information or literature may be distributed prior to, during or after the lecture; one introductory slide is allowed
 - UGA CVM Club officer is responsible for submitting presentation request to the CIC.
 - UGA CVM Club Officer is responsible for making speaker aware of CIC policy (see pages 5-9 & 14-15) prior to giving the presentation
 - **Club is responsible for cleaning up after the presentation is done as outlined on page 7 of the policy or pre-arranging with SAVMA for the club to pay for Facilities Management Division (FMD) to clean up. This must be done 3 weeks in advance of the event.**

POLICY EXPIRATION AND CHANGE PROCESS

This policy is in effect until changed. The approval authority is the Dean of the College of Veterinary Medicine.

APPENDIX: Corporate and Veterinary Practice agreement form

I,
(name of person representing the corporation or veterinary practice partner),

who is representing
(name of corporation or veterinary practice partner)

Email address: _____

hereby agrees to abide by the policies stated in this document while interacting with UGA CVM Students.

Signature: _____

Date:

Where to send completed and signed form

For **NON-VETERINARY PRACTICE CORPORATIONS**, please email this signed document back to the CIC Student Representatives (ugascavmacic@gmail.com) listed on the following link:
<https://vet.uga.edu/student-life/student-clubs-and-organization/>

For **VETERINARY PRACTICE PARTNERS**, please email this signed document back to the VPPC Student Representative (ugasavmavppc@gmail.com) listed on the following link:
<https://vet.uga.edu/student-life/student-clubs-and-organization/>