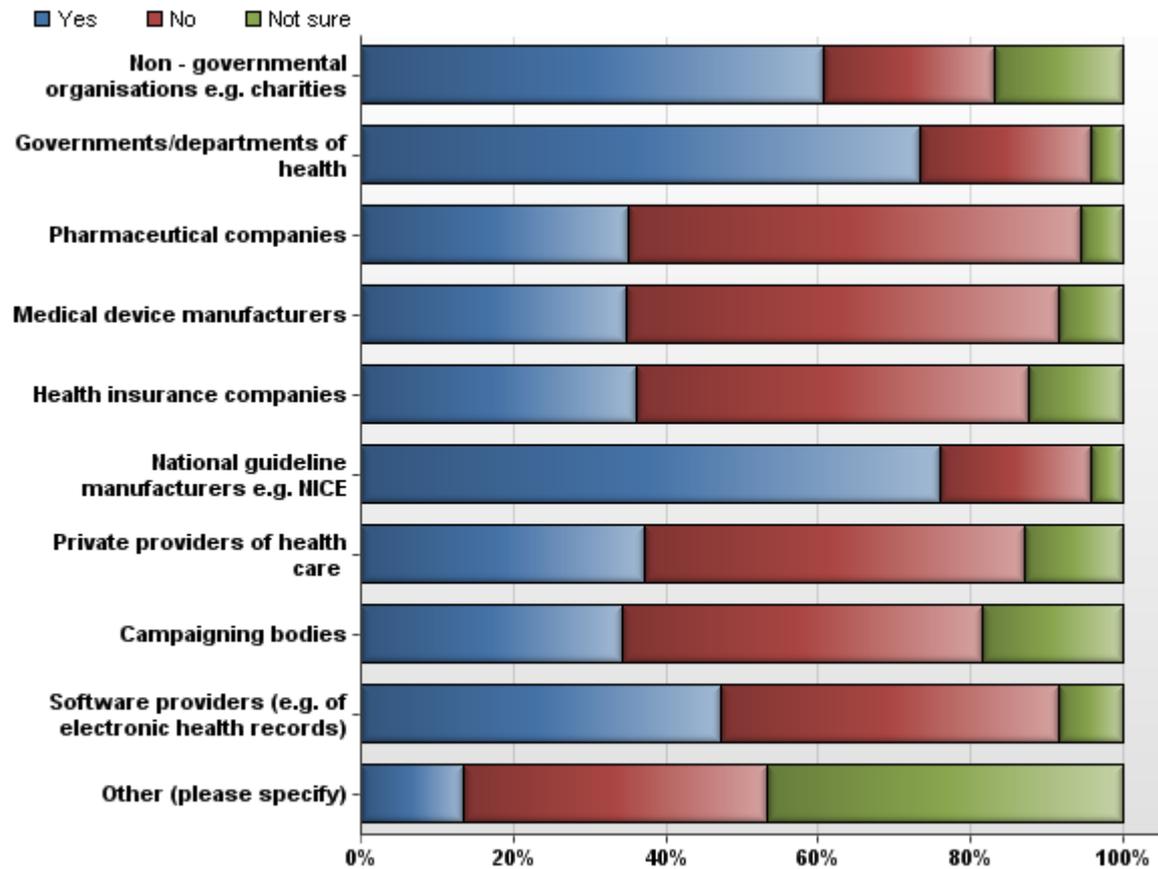


BMJ Sponsorship Phase 2 Report

Completion Status: Completed

1. Allow sponsors to suggest topic ideas for a supplement or roundtable that they may pay to sponsor



Question	Yes	No	Not sure	Total Responses
National guideline manufacturers e.g. NICE	76.06%	19.72%	4.23%	71
Governments/departments of health	73.24%	22.54%	4.23%	71
Non - governmental organisations e.g. charities	60.56%	22.54%	16.90%	71
Software providers (e.g. of electronic health records)	47.22%	44.44%	8.33%	72
Private providers of health care	37.14%	50.00%	12.86%	70
Health insurance companies	36.11%	51.39%	12.50%	72
Pharmaceutical companies	35.21%	59.15%	5.63%	71
Medical device manufacturers	34.72%	56.94%	8.33%	72
Campaigning bodies	34.29%	47.14%	18.57%	70
Other (please specify)	13.33%	40.00%	46.67%	15

Other (please specify)

Any
educational establishments eg universities deaneries etc
Professional bodies like the Colleges

2. Reason

Default - Non - governmental organisations e.g. charities

Reason for your response

All organisations (including NHS) have vested interest in promoting certain studies and messages to the medical community, so everyone should have access to publication of their research as long as they have clear declaration of potential conflict of interests
Although they are a lobby group, these organizations usually do not have a large financial stake, and the conflict of interest is usually transparent and acceptable.

An NGO wanting to raise awareness of a relevant medical topic might be OK, but the BMA will need to ensure it is not being used to funnel covertly money from commercial organisations.

BMJ MUST retain editorial control AND control of who is asked to participate.

Charities have significant funding from big pharma and so are subject to occult bias

Charities often a "front" for pharmaceutical activity

Could be biased

I don't feel it's ever appropriate to have paid education in the journal

I had always thought that the BMJ was a serious peer reviewed journal that could be trusted.

I still retain the antiquated idea that you pay for what you have an interest in, be it health (HMO), insurance, and in this case, the sponsor. Progressively the sponsor will softly and steadily exert his economical pressure to support his interests, and the other, be it whatever type of organization it is (please see the actual situation of NHS being treated as a commodity), will in the not so long run, give in to the sponsor's pressure. It is timely to remember that "he who has the gold, makes the rules"

I think they would add value.

more likely to have good (i.e. objective) intentions and not just aim for financial gain.
most NGOs work is aligned to that of the government. Since they are not profit motivated, the topics that they will suggest will definitely be one that will benefit the people for whom the work (the common man)

NGOs would need to be assessed on a case by case basis to ensure they are legitimate and ethical

suggestions are not obligations; listen to what is proposed and then decide; these groups often speak for those without a voice otherwise

Terms of sponsorship should be clarified in detail - hidden commercial agendas explicitly outruled (patient organisations as disguise).

There is no need - BMJ is impartial paid for through subscription. Cash or question , directing the educational agenda

they have a view, only use that are NOT sponsored or linked to drug companies as so many are

They may give a wider perspective on relevance to the general community

They would have to be carefully vetted. Many of them have agendas, covert if not overt.

This will be of benefit to both charities and the BMA membership

Usually they don't have conflict of interest.

Default - Governments/departments of health

Reason for your response

All organisations (including NHS) have vested interest in promoting certain studies and messages to the medical community, so everyone should have access to publication of their research as long as they have clear declaration of potential conflict of interests

Appropriate mechanism for Govt to consult

As major funders of health

BMJ may not necessarily be the best channel to distribute government strategy input.

BMJ MUST retain editorial control AND control of who is asked to participate.

Could be biased

Governments or departments of health should seek for people's health independently from economic interests, so they can suggest topic ideas that could benefit the community.

I don't feel it's ever appropriate to have paid education in the journal

Inevitable, really, given the influence the government has on medical practice in Britain.

I still retain the antiquated idea that you pay for what you have an interest in, be it health (HMO), insurance, and in this case, the sponsor. Progressively the sponsor will softly and steadily exert his economical pressure to support his interests, and the other, be it whatever type of organization it is (please see the actual situation of NHS being treated as a commodity), will in the not so long run, give in to the sponsor's pressure. It is timely to remember that "he who has the gold, makes the rules"

more likely to have good (i.e. objective) intentions and not just aim for financial gain.

Only for diseases considered of public interest.

Political motivation

suggestions are not obligations; listen to what is proposed and then decide

The government funds the NHS, but it is important to ensure such programmes are in patients interests.

They should add value

Usually not a conflict of interest.

When government departments suggest topic and sponsor it, it usually is in national interest and for the interest of the common man.

Default - Pharmaceutical companies

Reason for your response

Agenda setting should be an editorial task not a commercial issue.

All organisations (including NHS) have vested interest in promoting certain studies and messages to the medical community, so everyone should have access to publication of their research as long as they have clear declaration of potential conflict of interests

BMJ MUST retain editorial control AND control of who is asked to participate.

competing interests will certainly end up reducing the credibility of the BMJ if ANY associations with such companies are made.

Conflict of interest.

Conflict of interest too direct, financial stakes too high. Even with full disclosure, drug companies should not be allowed to decide the topic of roundtables, special issues etc. The financial strength of these entities completely obscures all other interest groups and risks biasing the topics toward diseases with known, high-cost treatments and away from topics with a high need for innovation, development and research.

Could be biased

I don't feel it's ever appropriate to have paid education in the journal

I worked in Big Pharma R&D in senior positions for 20 years. Do not underestimate the power of marketing in pharma to distort the real message.

I would exclude all groups that have as their primary purpose making a profit for shareholders. This will inevitably colour/tarnish any process and raise legitimacy issues for the process and the outcomes

Long history of support

Never, especially due to their large interests that are only surpassed by their economic power.

No. Would feel like a sell-out.

Pharma is better than the BMJ at manipulation of the professional view, beware giving them a platform

suggestions are not obligations; listen to what is proposed and then decide

Their main interest is economical benefit so their suggestions will go in the same direction.

Their sponsorship should not be tied to them providing a topic; the whole process will be flawed

There is too much history of pharmaceutical companies using biased training programmes to pursue commercial gains.

This would undermine the impartial nature of the BMJ - we already have a therapeutic dominance. What would be Big Pharma reason for supporting if not influence ? "He/she who pays the piper calls the tune "

When they are altruistic about funding as in grants mentioned in article

Yes, with caution

Default - Medical device manufacturers

Reason for your response

Agenda setting should be an editorial task not a commercial issue.

All organisations (including NHS) have vested interest in promoting certain studies and messages to the medical community, so everyone should have access to publication of their research as long as they have clear declaration of potential conflict of interests

As above

as above

As above

As above.

Aware of requirements

BMJ MUST retain editorial control AND control of who is asked to participate.

competing interests will certainly end up reducing the credibility of the BMJ if ANY associations with such companies are made.

Could be biased

ditto

I don't feel it's ever appropriate to have paid education in the journal

If topics are relevant, particularly areas where there is doubt over safety or benefit of certain devices

Never. The device manufacturers have a devious relationship as the military industries have with the American government. The worst the better. It is my impression that they would pay whatever needed be to sell their products. Not necessarily in the best interest of the patient.

No direct experience but they are even less regulated than pharma and best kept away
Potential conflict of interest.

See reason for Pharma above.

suggestions are not obligations; listen to what is proposed and then decide

Their main interest is economical benefit so their suggestions will go in the same direction.

The same reason as for pharmaceutical companies.

Yes, with caution

Default - Health insurance companies

Reason for your response

Again, as above.

Agenda setting should be an editorial task not a commercial issue.

All organisations (including NHS) have vested interest in promoting certain studies and messages to the medical community, so everyone should have access to publication of their research as long as they have clear declaration of potential conflict of interests

as above

As above

As above, even HIC's that are, on paper, "not-for-profit"

As funders of health

BMJ MUST retain editorial control AND control of who is asked to participate.

competing interests will certainly end up reducing the credibility of the BMJ if ANY associations with such companies are made.

Could be biased

ditto

I don't feel it's ever appropriate to have paid education in the journal

most if not all are geared towards profits. hence what they will fund will most benefit them and not always the medical fraternity

Potential conflict of interest.

suggestions are not obligations; listen to what is proposed and then decide

Their main interest is economical benefit so their suggestions will go in the same direction.

They also have too much conflict of interest not to pursue their own ends under the BMJ banner.

They have exaggerated the benefits of routine screening and imaging. However, the private sector is an important competitor and collaborator for the NHS so should be included albeit cautiously.

This shouldn't even be asked. If there is a group over which there are no suspicions but assertives, is the health insurance companies. These act as buzzards. They should be banned from any sponsorship of matters that may affect patients. They are definitely patient predators.

Default - National guideline manufacturers e.g. NICE

Reason for your response

All organisations (including NHS) have vested interest in promoting certain studies and messages to the medical community, so everyone should have access to publication of their research as long as they have clear declaration of potential conflict of interests

BMJ MUST retain editorial control AND control of who is asked to participate.

competing interests will certainly end up reducing the credibility of the BMJ if ANY associations with such companies are made.

Could be biased

Decidedly. They are, for the moment at least, not an agent of government or commercial manufacture.

do they need to pay?

Especially useful if recent NICE guidelines are of wide interest and NICE guidelines/conclusions are somewhat debatable

Generating evidence is definitely the role of NICE, its is within their mandate to provide sponsorship

I don't feel it's ever appropriate to have paid education in the journal

In the process of manufacture of guidelines the discussion of topic ideas can be useful.

I still retain the antiquated idea that you pay for what you have an interest in, be it health (HMO), insurance, and in this case, the sponsor. Progressively the sponsor will softly and steadily exert his economical pressure to support his interests, and the other, be it whatever type of organization it is (please see the actual situation of NHS being treated as a commodity), will in the not so long run, give in to the sponsor's pressure and develop a permanent dependency. Simply to declare the conflict of interest is not enough. It is timely to remember that "he who has the gold, makes the rules"

It is their role to propagate cost-effective and evidence-based clinical information.

Legitimate consultation mechanism

NICE and the like have too great an interest in savings. The transparency is an issue because officially the task may be quality, and so these entities may push a topic to achieve savings, while publicly appearing to be improving quality.

Only outright YES on the list

suggestions are not obligations; listen to what is proposed and then decide

The more NICE defends and debates its decisions in an open forum, the better will those decisions become.

They are democratic consensus among experts.

Yes as they are supposed to have a good perspective of evidence

Default - Private providers of health care

Reason for your response

Again as funders they are involved in healthcare

Agenda setting should be an editorial task not a commercial issue.

All organisations (including NHS) have vested interest in promoting certain studies and messages to the medical community, so everyone should have access to publication of

their research as long as they have clear declaration of potential conflict of interests
Although some of the same caveats as with National guideline entities apply, here transparency is maintained as the interests are obvious and therefore the conflict of interests is manageable.

As above

as above

as above for health insurance

As for health insurance companies

Aware of relevant topics

BMJ MUST retain editorial control AND control of who is asked to participate.

competing interests will certainly end up reducing the credibility of the BMJ if ANY associations with such companies are made.

Conflict of interest.

Could be biased

I don't feel it's ever appropriate to have paid education in the journal

I still retain the antiquated idea that you pay for what you have an interest in, be it health (HMO), insurance, and in this case, the sponsor. Progressively the sponsor will softly and steadily exert his economical pressure to support his interests, and the other, be it whatever type of organization it is (please see the actual situation of NHS being treated as a commodity), will in the not so long run, give in to the sponsor's pressure and develop a permanent dependency. Simply to declare the conflict of interest is not enough. It is timely to remember that "he who has the gold, makes the rules"

Most are profit oriented and dishonest in their dealings

No. Sell-out, again.

suggestions are not obligations; listen to what is proposed and then decide

Their main interest is economical benefit so their suggestions will go in the same direction.

Default - Campaigning bodies

Reason for your response

Agenda setting should be an editorial task not a commercial issue.

All organisations (including NHS) have vested interest in promoting certain studies and messages to the medical community, so everyone should have access to publication of their research as long as they have clear declaration of potential conflict of interests

An important participant in the debate eg end of life management, dementia, alcohol, smoking etc so long as their interest including real backers is fully declared.

as above. Campaigning bodies often have undisclosed financial links to other organisations - also the views are biased

As for NGOs

bias inevitable

BMJ MUST retain editorial control AND control of who is asked to participate.

Campaigning not appropriate!

competing interests will certainly end up reducing the credibility of the BMJ if ANY associations with such companies are made.

Could be biased

I don't feel it's ever appropriate to have paid education in the journal

I don't know what the term means.

I still retain the antiquated idea that you pay for what you have an interest in, be it health (HMO), insurance, and in this case, the sponsor. Progressively the sponsor will softly and steadily exert his economical pressure to support his interests, and the other, be it whatever type of organization it is (please see the actual situation of NHS being treated as a commodity), will in the not so long run, give in to the sponsor's pressure and develop a permanent dependency. Simply to declare the conflict of interest is not enough. It is timely to remember that "he who has the gold, makes the rules"

May become too party political

Most are honest and so whatever topic they come out with will be for the advancement of

medical care

No. That agenda issue again. I doubt whether many of these organisations would be willing to work to the terms that the BMJ would set, anyway.

Potential conflict of interest.

suggestions are not obligations; listen to what is proposed and then decide

Default - Software providers (e.g. of electronic health records)

Reason for your response

Agenda setting should be an editorial task not a commercial issue.

All organisations (including NHS) have vested interest in promoting certain studies and messages to the medical community, so everyone should have access to publication of their research as long as they have clear declaration of potential conflict of interests

Anything to move the NHS from the time of Dickens it is largely stuck in to a modern effective country-wide computer system as I am told Estonia (!!) has.

Apparently there is no conflict of interest

As above

as above

BMJ MUST retain editorial control AND control of who is asked to participate.

competing interests will certainly end up reducing the credibility of the BMJ if ANY associations with such companies are made.

Could be biased

Having wide range of Spencer's with complete opposite point of view would be great. For example a drug company wants to push to use of an expensive medication and on the other hand insurance company or public health want to avoid it. As long as both views have been given also it should be clear that which side is promoting the med or approach. At the end the doctor is the decision maker what to prescribe,

I'm ambivalent. They are commercial organisations but don't (yet) have a history of abusing their access to doctors.

I don't feel it's ever appropriate to have paid education in the journal

If the topics are relevant

I still retain the antiquated idea that you pay for what you have an interest in, be it health (HMO), insurance, and in this case, the sponsor. Progressively the sponsor will softly and steadily exert his economical pressure to support his interests, and the other, be it whatever type of organization it is (please see the actual situation of NHS being treated as a commodity), will in the not so long run, give in to the sponsor's pressure. It is timely to remember that "he who has the gold, makes the rules"

Most are business oriented and tend to look at sponsorship as a form of investment, hence the topics that they will suggest is most likely to be one that will help their products sell.

Perhaps if many were involved, rather than a single provider.

Similar to Private providers of healthcare.

suggestions are not obligations; listen to what is proposed and then decide

Their main interest is economical benefit so their suggestions will go in the same direction.

Default - Other (please specify)

Reason for your response

Every time you abdicate of your liberty (opinion, thought, financial), farther away you are of independent. Independence comes with a price tag, so make it so high that no single person or entity can "own" your opinion. This is something priceless: BMJ's history. I would strongly speak against this "painting" of a kind of innocent practice, selling what you have best, your integrity, for a few coins of silver. I think Wiki is an example of how to keep your independence, supported by all, not a few interested of using your history.

Health Foundations

In general setting a topic is even more powerful than actual handling of topic. I think allowing sponsor to suggest a topic is handing the agenda over to them: a very retrograde step.

suggestions are not obligations; listen to what is proposed and then decide

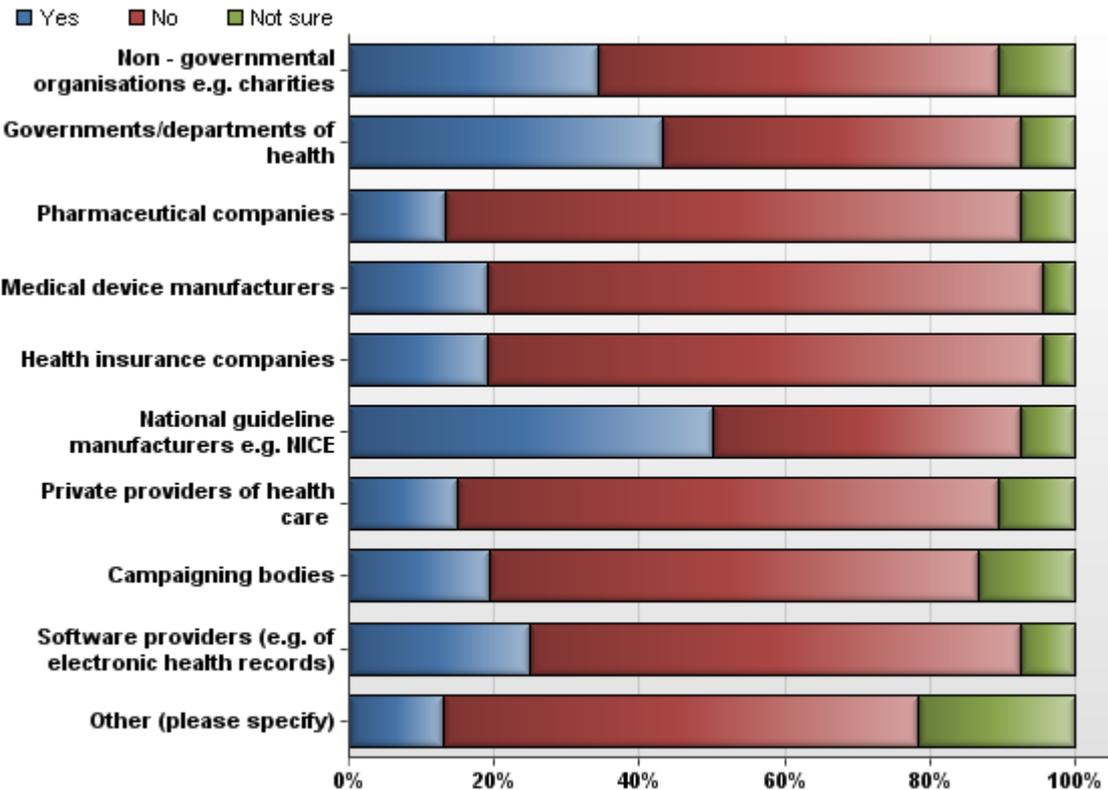
Other (please specify)

Professional bodies like the Colleges

Any

educational establishments eg universities deaneries etc

3. Allow sponsors to provide input into the content of a supplement or roundtable they pay to sponsor



Question	Yes	No	Not sure	Total Responses
National guideline manufacturers e.g. NICE	50.00%	42.42%	7.58%	66
Governments/departments of health	43.28%	49.25%	7.46%	67
Non - governmental organisations e.g. charities	34.33%	55.22%	10.45%	67
Software providers (e.g. of electronic health records)	25.00%	67.65%	7.35%	68
Campaigning bodies	19.40%	67.16%	13.43%	67
Health insurance companies	19.12%	76.47%	4.41%	68
Medical device manufacturers	19.12%	76.47%	4.41%	68
Private providers of health care	14.93%	74.63%	10.45%	67
Pharmaceutical companies	13.43%	79.10%	7.46%	67
Other (please specify)	13.04%	65.22%	21.74%	23

Other (please specify)

professional bodies

universities/educational bodieslike deaneries

4. Reason

Default - Non - governmental organisations e.g. charities

Reason for your response

Allow suggestions but do not be obliged to accept them

A matter of negotiation. Since NGOs will sponsor matters of interest to them, they have a legitimate right to at least suggest content, speakers. They should never have a veto over any aspect.

Bias due to conflict of interest

but BMJ editor should have total veto and final say. and only if not a shadow organisation set up by drug company like so many are

Could be biased

Could get "disease" charities (Breast Cancer coalition, etc.) that would be biased.

depends on whether the sponsor receives funding from pharma/device/insurers; if so; absolutely not due to coins

I don't feel it's ever appropriate to have paid education in the journal

No to all. Such sessions should be run following a robust needs analysis

Not relevant - should not be allowed to sponsor

Only factual unbiased and evidence-based information.

the credibility of the BMJ will never be the same while such supplements will have no value if they are "orchestrated" by any organisation because the reader will surely doubt the objectivity

Too open to manipulation and distorting of message

Unless the target audience specifically requested certain content, any content should be determined by the editorial board alone, and should not be influenced by the government, NGO or commercial entities.

What is the point of the BMJ? Evidence. What happens when evidence is not independent? Disaster.

why do they need to pay, if the message or view is valid then should it not come unsponsored

Yea for all but with moderation and decision left to BMJ. No expectation it would be used per se

Default - Governments/departments of health

Reason for your response

Allow suggestions but do not be obliged to accept them

A normal part of consultation is the commissioner of the consultation having input into the subject and process of consultation

Could be biased

ditto

I don't feel it's ever appropriate to have paid education in the journal

lean toward should play some role but various checks and balances need to be in place

Only factual unbiased and evidence-based information.

Potential conflict of interest

the credibility of the BMJ will never be the same while such supplements will have no value if they are "orchestrated" by any organisation because the reader will surely doubt the objectivity

The further issue for the BMJ is Trust. It is impossible to know what kind of conflict of interest is created by money.

Unless the target audience specifically requested certain content, any content should be determined by the editorial board alone, and should not be influenced by the government, NGO or commercial entities.

Default - Pharmaceutical companies

Reason for your response

Allow suggestions but do not be obliged to accept them

Any educational involvement is just marketing - the BMJ would be endorsing this
Bias due to conflict of interest
coi
Could be biased
I don't feel it's ever appropriate to have paid education in the journal
Not relevant - should not be allowed to sponsor
Only factual unbiased and evidence-based information.
Pharma have powerful marketing organisations that work hard to outsmart the competition and overstep too often. They cannot be trusted either as sponsor or participant.
The best way to get independent information is for readers to pay for it.
the credibility of the BMJ will never be the same while such supplements will have no value if they are "orchestrated" by any organisation because the reader will surely doubt the objectivity
Too open to manipulation and distorting of message
Unless the target audience specifically requested certain contact, any content should be determined by the editorial board alone, and should not be influenced by the government, NGO or commercial entities.
Default - Medical device manufacturers
Reason for your response
Allow suggestions but do not be obliged to accept them
as above
coi
Could be biased
I don't feel it's ever appropriate to have paid education in the journal
If readers can't pay for it, don't do it.
Not relevant - should not be allowed to sponsor
Only factual unbiased and evidence-based information.
Potential conflict of interest
the credibility of the BMJ will never be the same while such supplements will have no value if they are "orchestrated" by any organisation because the reader will surely doubt the objectivity
Too open to manipulation and distorting of message
Unless the target audience specifically requested certain contact, any content should be determined by the editorial board alone, and should not be influenced by the government, NGO or commercial entities.
Usefull
Default - Health insurance companies
Reason for your response
Allow suggestions but do not be obliged to accept them
Clear conflict of interest.
coi
Could be biased
I don't feel it's ever appropriate to have paid education in the journal
Not relevant - should not be allowed to sponsor
Only factual unbiased and evidence-based information.
Or do it, and ask them to pay more for supplements etc.
the credibility of the BMJ will never be the same while such supplements will have no value if they are "orchestrated" by any organisation because the reader will surely doubt the objectivity
Too open to manipulation and distorting of message
Unless the target audience specifically requested certain contact, any content should be determined by the editorial board alone, and should not be influenced by the government, NGO or commercial entities.
Usefull

Default - National guideline manufacturers e.g. NICE

Reason for your response

Allow suggestions but do not be obliged to accept them

Could be biased

ditto

I don't feel it's ever appropriate to have paid education in the journal

It's no acceptable presence of private sponsors.

Key participant in the debate

Only factual unbiased and evidence-based information.

Or ask people to resign from the BMA (providing their private health cover) and put the subs to the BMJ instead. I would.

see above for gov't bodies

the credibility of the BMJ will never be the same while such supplements will have no value if they are "orchestrated" by any organisation because the reader will surely doubt the objectivity

trustworthy

Unless the target audience specifically requested certain content, any content should be determined by the editorial board alone, and should not be influenced by the government, NGO or commercial entities.

Default - Private providers of health care

Reason for your response

Allow suggestions but do not be obliged to accept them

coi

Could be biased

I don't feel it's ever appropriate to have paid education in the journal

it is daft to even ask the question if I would trust pharma or private healthcare companies for good quality information?

Limited repercusión only for those of the private organization.

Not relevant - should not be allowed to sponsor

Only factual unbiased and evidence-based information.

the credibility of the BMJ will never be the same while such supplements will have no value if they are "orchestrated" by any organisation because the reader will surely doubt the objectivity

Too open to manipulation and distorting of message

Unless the target audience specifically requested certain content, any content should be determined by the editorial board alone, and should not be influenced by the government, NGO or commercial entities.

Default - Campaigning bodies

Reason for your response

Allow suggestions but do not be obliged to accept them

coi

Could be biased

I don't feel it's ever appropriate to have paid education in the journal

Ned to be seperate from any lobbying - even in health care. Groups want to us ethe BMJ as endorsement

Not relevant - should not be allowed to sponsor

Only factual unbiased and evidence-based information.

Potential conflict of interest

the credibility of the BMJ will never be the same while such supplements will have no value if they are "orchestrated" by any organisation because the reader will surely doubt the objectivity

This is against everything the BMJ should stand for.

Too open to manipulation and distorting of message

Unless the target audience specifically requested certain contact, any content should be determined by the editorial board alone, and should not be influenced by the government, NGO or commercial entities.

Default - Software providers (e.g. of electronic health records)

Reason for your response

Allow suggestions but do not be obliged to accept them

coi (too much evidence of pharma connections to EHR groups)

Could be biased

I don't feel it's ever appropriate to have paid education in the journal

Not relevant - should not be allowed to sponsor

Only factual unbiased and evidence-based information.

Potential conflict of interest

the credibility of the BMJ will never be the same while such supplements will have no value if they are "orchestrated" by any organisation because the reader will surely doubt the objectivity

Too open to manipulation and distorting of message

Unless the target audience specifically requested certain contact, any content should be determined by the editorial board alone, and should not be influenced by the government, NGO or commercial entities.

Usefull

Default - Other (please specify)

Reason for your response

Allow suggestions but do not be obliged to accept them

but BMJ editor should have total veto and final say.

I believe non-governmental organisations, charities and private providers should not be allowed to sponsor as despite the statement of their involvement, I think transparency would be obscured.

the credibility of the BMJ will never be the same while such supplements will have no value if they are "orchestrated" by any organisation because the reader will surely doubt the objectivity

Too open to manipulation and distorting of message

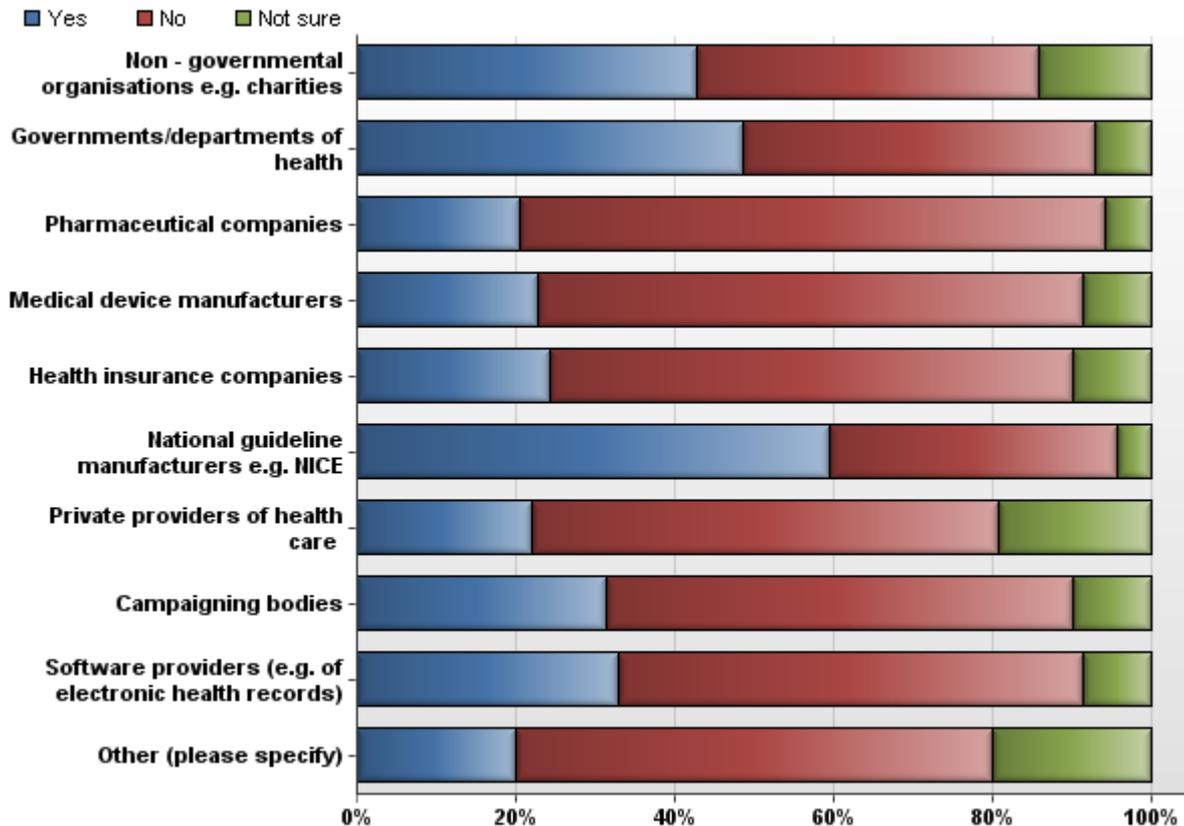
Unless the target audience specifically requested certain contact, any content should be determined by the editorial board alone, and should not be influenced by the government, NGO or commercial entities.

Other (please specify)

professional bodies

universities/educational bodieslike deaneries

5. Allow sponsors to take part in the activities they pay to sponsor



Question	Yes	No	Not sure	Total Responses
National guideline manufacturers e.g. NICE	59.42%	36.23%	4.35%	69
Governments/departments of health	48.57%	44.29%	7.14%	70
Non - governmental organisations e.g. charities	42.86%	42.86%	14.29%	70
Software providers (e.g. of electronic health records)	32.86%	58.57%	8.57%	70
Campaigning bodies	31.43%	58.57%	10.00%	70
Health insurance companies	24.29%	65.71%	10.00%	70
Medical device manufacturers	22.86%	68.57%	8.57%	70
Private providers of health care	22.06%	58.82%	19.12%	68
Pharmaceutical companies	20.59%	73.53%	5.88%	68
Other (please specify)	20.00%	60.00%	20.00%	20

Other (please specify)

professional bodies

6. Reason

Default - Non - governmental organisations e.g. charities

Reason for your response

Am unsure of meaning of this question: is BMJ or sponsor paying? If sponsor paying: no, the sponsor should give an educational grant without any scope to influence content as before

better to have them in the conversation, but not as the dominant voice depends - see prior page/responses

Do not see a problem

I can't see why they would sponsor anything otherwise. as long as their affiliation is made perfectly clear then yes.

I don't feel it's ever appropriate to have paid education in the journal

In a discussion any controversial idea brought up by any body can be immediately challenged, as opposed to written material whose circulation is wide and its difficult to counter such information passed to the public domain or medical fraternity

Not relevant - should not be allowed to sponsor

Provided it were well balanced in a manner the BMJ were happy with.

That's the actual situation of medical societies, there is potential conflict of interest.

They are non governmental

Unless the meeting involves topics specifically regarding government or industry participation, in which stakeholders nominate representatives to promote their views, BMJ should not allow sponsors to dictate selection participants or panellists

Yes if they will be affected and it can build buy in and constructive solutions and ideas.

No if there is a conflict of interest or any element of self promotion

Yes to all. If it is clear that the meeting is sponsored, doctors can make an informed decision not to attend.

Default - Governments/departments of health

Reason for your response

As above.

better to have them in the conversation, but not as the dominant voice

Do not see a problem

I don't feel it's ever appropriate to have paid education in the journal

Potential conflict of interest.

same as above

Tory are yet payed

Unless the meeting involves topics specifically regarding government or industry participation, in which stakeholders nominate representatives to promote their views, BMJ should not allow sponsors to dictate selection participants or panellists

Default - Pharmaceutical companies

Reason for your response

Am unsure of meaning of this question: is BMJ or sponsor paying? If sponsor paying: no, the sponsor should give an educational grant without any scope to influence content

better to have them in the conversation, but not as the dominant voice conflict of interest.

Do not see a problem

I don't feel it's ever appropriate to have paid education in the journal

IF you allow them to sponsor the event, it will mitigate some of the transparency issues to make them participate. This should not be an option, Pharma should be clearly identified and should be required to input under its own name. This would increase transparency, and make it clear to everyone that they are not participating in a BMJ event but a Pharma event. But, really, BMJ should not allow Pharma to sponsor this at all.

N/A as they should not be allowed to sponsor

Not relevant - should not be allowed to sponsor

same as above

Sponsor

this would simply undermine the credibility of the BMJ - sponsorship is about influence - how about get tobacco companies in! Nestle ?

Unless the meeting involves topics specifically regarding government or industry participation, in which stakeholders nominate representatives to promote their views, BMJ should not allow sponsors to dictate selection participants or panellists

Default - Medical device manufacturers

Reason for your response

Am unsure of meaning of this question: is BMJ or sponsor paying? If sponsor paying: no, the sponsor should give an educational grant without any scope to influence content better to have them in the conversation, but not as the dominant voice

Do not see a problem

I don't feel it's ever appropriate to have paid education in the journal

N/A as above

Not relevant - should not be allowed to sponsor

Potential conflict of interest.

same as above

Sponsor

Unless the meeting involves topics specifically regarding government or industry participation, in which stakeholders nominate representatives to promote their views, BMJ should not allow sponsors to dictate selection participants or panellists

Default - Health insurance companies

Reason for your response

Am unsure of meaning of this question: is BMJ or sponsor paying? If sponsor paying: no, the sponsor should give an educational grant without any scope to influence content better to have them in the conversation, but not as the dominant voice

Do not see a problem

I don't feel it's ever appropriate to have paid education in the journal

Not relevant - should not be allowed to sponsor

Potential conflict of interest.

same as above

Sponsor

Unless the meeting involves topics specifically regarding government or industry participation, in which stakeholders nominate representatives to promote their views, BMJ should not allow sponsors to dictate selection participants or panellists

Default - National guideline manufacturers e.g. NICE

Reason for your response

Balanced against clinicians and patient groups would be interesting. better to have them in the conversation, but not as the dominant voice conflict of interest.

Do not see a problem

I don't feel it's ever appropriate to have paid education in the journal

same as above

Sponsor

Unless the meeting involves topics specifically regarding government or industry participation, in which stakeholders nominate representatives to promote their views, BMJ should not allow sponsors to dictate selection participants or panellists

Default - Private providers of health care

Reason for your response

Am unsure of meaning of this question: is BMJ or sponsor paying? If sponsor paying: no, the sponsor should give an educational grant without any scope to influence content better to have them in the conversation, but not as the dominant voice

Do not see a problem

I don't feel it's ever appropriate to have paid education in the journal

Investment

Not relevant - should not be allowed to sponsor

Potential conflict of interest.

same as above

Unless the meeting involves topics specifically regarding government or industry participation, in which stakeholders nominate representatives to promote their views, BMJ should not allow sponsors to dictate selection participants or panellists

Default - Campaigning bodies

Reason for your response

Am unsure of meaning of this question: is BMJ or sponsor paying? If sponsor paying: no, the sponsor should give an educational grant without any scope to influence content better to have them in the conversation, but not as the dominant voice

Do not see a problem

I don't feel it's ever appropriate to have paid education in the journal

Investment

Not relevant - should not be allowed to sponsor

Potential conflict of interest.

same as above

Unless the meeting involves topics specifically regarding government or industry participation, in which stakeholders nominate representatives to promote their views, BMJ should not allow sponsors to dictate selection participants or panellists

Default - Software providers (e.g. of electronic health records)

Reason for your response

Am unsure of meaning of this question: is BMJ or sponsor paying? If sponsor paying: no, the sponsor should give an educational grant without any scope to influence content

Balanced against real life, often middle-aged, clinicians.

better to have them in the conversation, but not as the dominant voice

Do not see a problem

I don't feel it's ever appropriate to have paid education in the journal

No identifiable conflict of interest

Not relevant - should not be allowed to sponsor

Only if it was educational about how to use software, and multiple companies were represented.

same as above

Sponsor

Unless the meeting involves topics specifically regarding government or industry participation, in which stakeholders nominate representatives to promote their views, BMJ should not allow sponsors to dictate selection participants or panellists

Default - Other (please specify)

Reason for your response

better to have them in the conversation, but not as the dominant voice

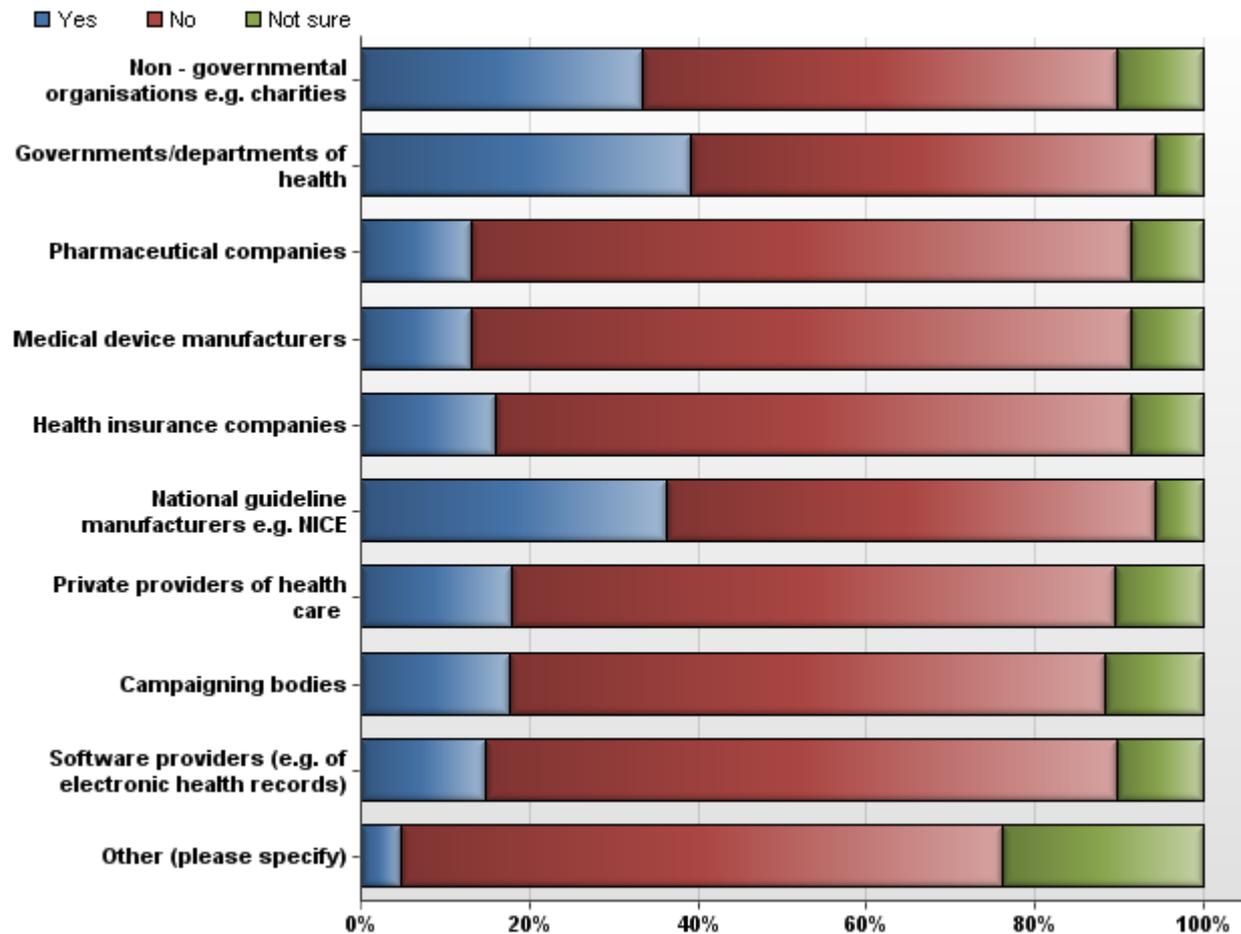
same as above

unless specifically wanted by the BMJ editor ie not selected by the organisations in question

Other (please specify)

professional bodies

7. Allow sponsors to suggest judges for The BMJ Awards



Question	Yes	No	Not sure	Total Responses
Governments/departments of health	39.13%	55.07%	5.80%	69
National guideline manufacturers e.g. NICE	36.23%	57.97%	5.80%	69
Non - governmental organisations e.g. charities	33.33%	56.52%	10.14%	69
Private providers of health care	17.91%	71.64%	10.45%	67
Campaigning bodies	17.65%	70.59%	11.76%	68
Health insurance companies	15.94%	75.36%	8.70%	69
Software providers (e.g. of electronic health records)	14.71%	75.00%	10.29%	68
Pharmaceutical companies	13.04%	78.26%	8.70%	69
Medical device manufacturers	13.04%	78.26%	8.70%	69
Other (please specify)	4.76%	71.43%	23.81%	21

Other (please specify)

Professional bodies

8. Reason

Default - Non - governmental organisations e.g. charities

Reason for your response

A judging process that is completely at arms length from any sponsorship is inherently more transparent and independent. No value in considering an alternative model

Can see no reason for anyone to interfere with the nomination, evaluation or voting process

Conflict of interest

Do not see a problem

If they want to sponsor, sponsor, but not interfere.

Independent

Merely having one's name associated with these very excellent awards should be reward enough.

No strong feelings on this question.

Potential conflict of interest.

Sponsors can be allowed to nominate one judge on the panel as long as they do not hold veto power and show open process (like the rest of the panel) in how they vote according to award selection criteria

The BMA awards are embarrassing and silly, to be honest. we don't need them. the bmj is trying to emulate celebrity culture - we don't need this.

Yes to all provided recommending someone to be a judge does not mean they will be accepted

Default - Governments/departments of health

Reason for your response

As above

Can see no reason for anyone to interfere with the nomination, evaluation or voting process

conflict of interest.

Do not see a problem

If they want to sponsor, sponsor, but not interfere.

No strong feelings on this question.

Sponsors can be allowed to nominate one judge on the panel as long as they do not hold veto power and show open process (like the rest of the panel) in how they vote according to award

Who not

Default - Pharmaceutical companies

Reason for your response

As above

Can see no reason for anyone to interfere with the nomination, evaluation or voting process

conflict of interest.

Do not see a problem

fear of an overt / occult conditioning interventions that can facilitate use or non-essential requirements

If they want to sponsor, sponsor, but not interfere.

Il torre are no interest conflict

No strong feelings on this question.

Sponsors can be allowed to nominate one judge on the panel as long as they do not hold veto power and show open process (like the rest of the panel) in how they vote according to award

who wants an award judged by pharma?, I'd immediately want to know how much of a role the winner had in launch of the new drug or product

Default - Medical device manufacturers

Reason for your response

As above

Can see no reason for anyone to interfere with the nomination, evaluation or voting proces
Do not see a problem
fear of an overt / occult conditioning interventions that can facilitate use or non-essential requirements
If they want to sponsor, sponsor, but not interfere.
Il torre are no interesr conflict
No strong feelings on this question.
Potential conflict of interest.
Sponsors can be allowed to nominate one judge on the panel as long as they do not hold veto power and show open process (like the rest of the panel) in how they vote according to award

Default - Health insurance companies

Reason for your response

As above
Can see no reason for anyone to interfere with the nomination, evaluation or voting proces
Do not see a problem
If they want to sponsor, sponsor, but not interfere.
Il torre are no interesr conflict
No strong feelings on this question.
Potential conflict of interest.
Sponsors can be allowed to nominate one judge on the panel as long as they do not hold veto power and show open process (like the rest of the panel) in how they vote according to award

Default - National guideline manufacturers e.g. NICE

Reason for your response

As above
Can see no reason for anyone to interfere with the nomination, evaluation or voting proces
Clear conflict of interest.
Do not see a problem
If they want to sponsor, sponsor, but not interfere.
Il torre are no interesr conflict
No strong feelings on this question.
Sponsors can be allowed to nominate one judge on the panel as long as they do not hold veto power and show open process (like the rest of the panel) in how they vote according to award

Default - Private providers of health care

Reason for your response

As above
Can see no reason for anyone to interfere with the nomination, evaluation or voting proces
Do not see a problem
fear of an overt / occult conditioning interventions that can facilitate use or non-essential requirements
If they want to sponsor, sponsor, but not interfere.
Il torre are no interesr conflict
No strong feelings on this question.
Potential conflict of interest.
Sponsors can be allowed to nominate one judge on the panel as long as they do not hold veto power and show open process (like the rest of the panel) in how they vote according to award

Default - Campaigning bodies

Reason for your response

As above
Can see no reason for anyone to interfere with the nomination, evaluation or voting proces

Do not see a problem
If they want to sponsor, sponsor, but not interfere.
Il torre are no interesr conflict
No strong feelings on this question.
Potential conflict of interest.
Sponsors can be allowed to nominate one judge on the panel as long as they do not hold veto power and show open process (like the rest of the panel) in how they vote according to award

Default - Software providers (e.g. of electronic health records)

Reason for your response

Apparently no conflict of interest.
As above
Can see no reason for anyone to interfere with the nomination, evaluation or voting proces
Do not see a problem
If they want to sponsor, sponsor, but not interfere.
Il torre are no interesr conflict
No strong feelings on this question.
Sponsors can be allowed to nominate one judge on the panel as long as they do not hold veto power and show open process (like the rest of the panel) in how they vote according to award

Default - Other (please specify)

Reason for your response

If they want to sponsor, sponsor, but not interfere.
I think there are pros and cons, depends oncontext and individuals toomuch to generalise

Other (please specify)

Professional bodies

9. Do you have any further comments about the involvement of paying sponsors in BMJ roundtable discussions, supplements, or Awards?

Text Response

Anyone can pay for it, as long as BMJ are responsible for the quality of it. Those who are paying don't get any rights except acknowledgement and thanks for the work. They don't get to contribute to the work

As long as the the company (pharmaceutical) has no influence on the editorial This portal will be supported by myself. Its obvious in modern medicine and the roll of pharmaceutical companies on paper outcomes. So basically if a sponsor is someone that will not benefit from selling of a certain drug and keep a broad mind on dicussiouns ,then i think it could be very profitable for all parties involved.

As long as they are completely transparent I see no reason to prevent this. Education and ideas that may help to improve knowledge and experience are always a good thing and restricting this may close down the scope and variety of topic or conditions that could be learned about.

Beware big pharma in soft guises. there is NO FREE LUNCH. ever

BMJ already charges readers for their services with hefty subscriptions.

Don't

Generally, each interested party could be allowed to participate. However, when data, practice or ethics are the issue, i suggest that only parties not having financial interest should be welcome to participate. Of course, every effort should be paid to defining conflict of interest for all participants.

I cannot emphasise enough how damaging it is for groups who have a financial vested interest to hold the cards in terms of the material and activity that the BMJ puts out. If it aint an altruistic donation (ie that they give the money without giving ties apart from their logo being placed on the website/promotional material) then they should nt bother to give it. ANYTHING else only clouds the judgement and creates bias in what attendees/readers can take away from the BMJ's material towards the products that your sponsors produce.

I live in Brazil, and all along the last 50 years I have learned from everyday, the Brazilian way. I have learned that there is nothing free, or cheap. The idea of BBB (bom, bonito e barato/good, nice and cheap) is the way political or economic agents "softly impose" something that has already been decided to happen, as the tale of the wolf in the sheep skin. I must confess I am truly worried with this BMJ initiative. I am aware that for BMJ needs an economic bloodline to survive, but repeating the schemes that have over and over again demonstrated that your business may survive, but no more as it was before. Maybe this is the way of the world, the submission to great financial conglomerates. The interest in humans will continue, but only as a marketshare. I sincerely wish that I got it all wrong.

independence is a valuable asset, lose it at your peril

i think awards or supplement not over to pay, may be some team for check about comparability about that

I THINK BMJ HAS DONE ALOT IN PROMOTING RESEARCH. LETS CONTINUE WITH THE POLICY THAT SPONSORS PROVIDE THE MONEY BUT, THE AUTHORITY OF DECISION REGARDING THE TOPICS TO BE DISCUSSED AND SELECTION OF THE PARTICIPANTS (IE PANELIST AND DISCUSSANTS) SHOULD REMAIN WITH THE EDITORIAL TEAM. OTHERWISE WE RISK TURNING BMJ INTO A BIASED, NON OBJECTIVE AND MOUTH PIECE OF SPONSORS

I think sponsorship of any kind will affect or be perceived to affect editorial independence- hence not in favour

I would not mind sponsored members in a panel on a topic independently chosen by the BMJ as long as they are identified as being sponsored by a party with vested interest in that area.

Must ensure that content is unbiased and evidence-based.

Needs to be approached very carefully indeed. Back in the 1990s when I was on the Council at the British Medical Association tentative involvement with the private sector led to unauthorised use of the Association's logo in a manner deplored by the Council. My advice at that time (and it applies now) was that if one wants to sup with the devil one had better eat with a very long spoon !

No

no

no

no

Pharmaceutical companies and manufacturers should have no involvement in medical education - clear conflicts of interest. Disclosure does not remove any bias.

The BMJ has been part of a strong campaign to get information on clinical trials out into the open for the benefit of all patients and doctors. This campaign is yielding results and hopefully there will be a better relationship between pharma and the rest of the stake holders in this field. However, in my view it is in the long term interest of patients and, therefore, doctors that pharma has no role whatsoever to play in these sort of educational activities (apart from Awards). Their indignant protests when excluded only serves to confirm that the decision is correct.

The BMJ is nothing without trust. Paying for publicity is what the BMJ should stand up against. There is already too much sway from private companies - eg BMA awards, wrap around adverts. Surely the BMJ should be drawing a line and saying we will not go down this line?

The involvement of paying sponsors documents BMJs duties towards those sponsors (however harmless those duties may appear). As a reader, it is of great interest to me who are your bedpartners. Your principles, character and credibility are all brought into question. Thank you for asking.

The involvement should be public. Information is important to avoid corruption.

There enough sponsored content elsewhere. Keep material free from interference.

These actions would erode the reputation of the BMJ. Are we really that short of cash !

They should sponsor topics but have no input which may unfairly balance the discussion.

The discussion should be independent of the sponsor in all ways. I cant see some organisations wanting to sponsor this without some return of benefit to themselves. If not, it would be like a sponsor providing different coloured sticky buns at a kids tea party then the sponsor deciding which child should eat which sticky bun and in which order etc. They should really just provide the buns then leave. If the kids decide to throw them round the room rather than eat them that is their own decision.

10. PROFESSION

Value	Total
Doctor/Physician: Secondary Care	7
Doctor/Physician: Secondary Care: Consultant	7
Doctor/Physician: Secondary Care: Specialist Training (Other)	4
Doctor/Physician: Primary Care (General/Family Practice): Training (Other)	1
Doctor/Physician: Primary Care (General/Family Practice)	7
Doctor/Physician: Secondary Care: Other	4
Doctor/Physician: Secondary Care: Foundation Year 1 (F1)	2
Doctor/Physician: Secondary Care: Specialty Doctor	1
Doctor/Physician: Secondary Care: Hospital Practitioner	1
Doctor/Physician: Secondary Care: Foundation Year 2 (F2)	1
Doctor/Physician: Primary Care (General/Family Practice): Other	3
Doctor/Physician: Primary Care (General/Family Practice): GP (Salaried/Non-Principal/Locum)	1
[No Value]	34

"No value" = replies from bmj.com

11. SOURCE

Value	Total
WNOL	39
[No Value]	34

"No value" = replies collected via bmj.com