

**Oklahoma Hemophilia Foundation**

**Standards for Industry and Industry Agents**

***Definitions:* Industry** refers to any corporation that provides goods and services to the Oklahoma bleeding disorders community on a for-profit basis. These corporations may include, *but are not limited to*, **specialty pharmacy**, **home care**, and **pharmaceutical** companies.

An Oklahoma Hemophilia Foundation (OHF) **Event** may include, but is not limited to, a meeting, educational program, camp, outing, social gathering, retreat, or fund-raising activity.

An Industry **Agent** is a person who is employed by or otherwise compensated by Industry either on a full-time, part-time or contract basis. An Industry **Representative** is an Industry Agent who is representing Industry at an OHF Event. Any individual who attends an OHF Event and wears an Industry name tag or item of Industry logo apparel will be assumed to be an Industry Representative.

An **Exhibit** is a table or other mechanism for displaying Industry marketing materials at an Event. Exhibits may be restricted to designated areas and time frames.

**Consumers** are persons who have a bleeding disorder and their family members who may, at some point in time, use the goods and/or services provided by Industry. In the context of an OHF Event this includes accompanying friends and family in attendance.

The Oklahoma Hemophilia Foundation (OHF) welcomes everyone in its efforts to support the community of persons affected by bleeding disorders. OHF is a non-profit organization; we do not endorse any pharmaceutical product, specialty pharmacy, or home care service. We recognize that our membership includes many who are employed by or otherwise associated with Industry. We are also aware that Industry employs some persons who are themselves affected by a bleeding disorder and who are a direct part of the community supported by OHF.

OHF makes every effort to ensure that the members of the bleeding disorders community are always able to make a clear distinction between its own activities and those of Industry. Further, it is essential that we create beneficial and pressure-free experiences for our community members at OHF events and programs. Accordingly, OHF has developed the following standards.

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**Use of Oklahoma Hemophilia Foundation (OHF) Materials in Industry Publications**

The use of OHF materials – including but not limited to the OHF logo, articles from its newsletter(s), brochures, event fliers, and its website – are expressly prohibited without advance written approval (electronic mail and faxes are acceptable) from OHF

**Industry Representatives at OHF-hosted Events**

1. **All** Industry Representatives must identify themselves as such prior to the start (*i.e.*: at sign-in or registration) of an Event, and by wearing name tags or apparel with their company name or logo **at all times** during the Event.
2. a) Only OHF-approved Industry Representatives of **duly registered Event sponsors** may distribute marketing materials or any other materials during the Event, such distribution will be limited to the exhibit area.

b) At non-fund-raising events, (such as the OHF Annual Meeting, retreats and other such events as designated by OHF) the number of Industry Representative permitted at an Event is limited according to the given Industry’s Exhibit level for that Event. This limitation does not apply to OHF-designated fund-raising Events (for example, The Unite for Bleeding Disorders Walk, The Red Jacket Challenge golf tournament).

1. Industry Agents may not attend an OHF Event (excluding fundraisers) unless their company is one of the sponsors and/or OHF has granted permission. In addition, OHF can limit participation of those in a dual role (Industry Agent/Consumer) who does not live within the OHF catchment/designated coverage area, including all of Oklahoma.
2. Industry Representatives may not conduct raffles, sweepstakes or similar activities where names are required for entry (regardless of whether participants may enter without charge) at Events.
3. No information, including names, email, phone numbers, and mailing addresses of consumers may be collected by any means at OHF events.
4. No Industry Representative may distribute any type of medication to consumers; this includes over-the-counter medications such as anti-inflammatory drugs and antacids. External-use products such as wraps, cold/hot packs, and hand sanitizers are permitted.

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1. No organization may conduct any official meeting, presentation or other activity during the Event without express approval of OHF.
2. OHF retains the right to reject any proposed presentation that is contrary to the goals of OHF.
3. Industry Representatives may attend general education sessions only, not small group sessions such as breakouts or support groups, without express approval of OHF.
4. OHFwill not be responsible for transporting, storing, shipping, setting up or displaying any materials for Industry use at Events.
5. No photos or videos may be taken during any Event without consent of the participant and prior consent of OHF.
6. Industry Representatives must agree to abide by any additional standards set forth by OHF that may pertain to specific Events.
7. OHF will maintain all RSVP lists. Industry Representatives may not add or invite participants to any event in the designated coverage area, including all of Oklahoma, without OHF consent.

**Additional Standards for Industry Agents Who Are Also Consumers**

*These rules apply regardless of whether the consumer individual is a member of the Oklahoma Hemophilia foundation bleeding disorders community:*

*14.* An Industry Agent who is also a Consumer must specify prior to the start (*i.e.:* at sign-in or registration) of the Event whether he or she is attending as an Industry Representative or as a Consumer. In other words, *“when you walk in the event door, you are either a Consumer or an Industry Representative, and you retain that status for the duration of the Event.”*

If attending as a Consumer he or she:

*a)* Will not use any information obtained as a result of your attendance or participation for any other purpose other than attendance or participation in such events/programs

*b)* Must not conduct **any marketing activity** for the duration of the Event (marketing activity includes but is not limited to wearing company apparel, handing out business cards, giving out logo items, etc.)

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*c)* Will not solicit name or addresses of attendees, and must ensure that all attendees' personal information acquired during the Event is kept in confidence and will not be used for any Industry-related marketing, sales, or financial gain of any kind

Any **exemption** from or **waiver** of these standards must be approved on an individual and case-by-case basis in advance by OHF,

**Violation** of these standards will result in penalties to the individual in violation or to his or her entire Industry organization. Penalties may include additional restrictions, the assessment of additional fees, or forfeiture of the privilege of attending future programs with OHF.

**Signatures**: I the undersigned acknowledge these standards, and understand that any violation of these standards may result in penalties as stated above.

Company Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(SIGNATURE)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(PRINTED NAME)

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Event: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏ I am a person with a bleeding disorder.

❏ I am a parent, spouse, partner, family member, or caretaker of a person with a bleeding disorder.

OHF Executive Director: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

or representative

