



## Weill Cornell Medicine Product Endorsement Guidelines

Weill Cornell Medicine (“WCM”) faculty are prohibited from providing commercial statements of support for specific drugs, devices and/or medical products, beyond their participation in Guideline, Federal or other Review Panels. Periodically, outside commercial entities approach WCM faculty and staff members seeking a formal endorsement of their product. This document is intended to provide guidance for determining whether the product endorsement is permissible.

All product endorsement opportunities must be reviewed and approved by the WCM Conflicts of Interest Office. The office can be reached by email ([conflicts@med.cornell.edu](mailto:conflicts@med.cornell.edu)) or phone (646-962-8200).

The following restrictions regarding individual faculty/staff endorsements:

- No use of WCM branding;
- No filming on WCM campus for promotional purposes without prior written approval of WCM’s Conflicts of Interest Office;
- Faculty/staff must not make statements or opinions on behalf of WCM. Instead they must only in their individual capacity (i.e. use language such as “I” instead of “we”);
- The title of the faculty /staff member, indicating their WCM affiliation, may not be used; and
- Faculty/staff must have final control of the content of all scripted language, which must receive prior written approval from the Office of External Affairs <https://weill.cornell.edu/units/external-affairs>.