

Policy on Funding, Contributions or Collaborative Programs Involving Commercial Interests

The purpose of the Puget Sound Health Alliance, a 501(c)3 organization, is to improve the quality of patient care for a healthier community, at a price more people can afford. We provide recommendations, reports and other information to create value for participants and, to the extent possible, for the community. We accept no advertising and we are not beholden to any commercial interest.

Funding

Our income is derived from participation fees paid by organizations and individuals who choose to join the Health Alliance, and all are welcome to join. We also receive funding from contributions, grants and fees that are unrestricted or dedicated to one or more program priority areas of the Alliance.

The Alliance provides value to participants as a benefit of joining; however, we do not accept funding, grants, fees, in-kind contributions or donations associated with any direct or implied requirement or expectation that special preference, consideration, treatment, or value has been or will be given that will provide direct or indirect commercial benefit to any individual, organization or segment of any industry. An exception is the Alliance's ability to share a reasonable level of program information with major contributors, if required, as necessary to evaluate program effectiveness.

Special data or reports may be provided to participating organizations as a function of their participation in the Alliance. It is anticipated that some reports will be at no cost, while non-standard reports might be provided at cost if the Alliance determines that it is both possible and appropriate to develop and provide such reports. One of the goals of developing public performance reporting is to create direct and indirect commercial advantages for organizations that score well on report comparisons. Such advantage is solely due to the performance of an organization that has earned any commercial benefits which result from the public comparison report.

Materials

Recommendations, reports, and any other information generated by the Alliance are intended for the use of our participants and, as appropriate, the community at-large. No information, brochures, surveys, reports, recommendations or other materials produced by or in association with the Alliance may be branded or re-branded with the name of a company, subsidiary, product or other commercial entity for the express or implied purpose of promotion, sale or marketing of a commercial product.

Re-branding or co-branding of Alliance information or materials may be allowed if the Alliance, at its sole discretion, determines that association with the name (and brand goodwill) of one or more organizations will add credibility for the intended audience. Materials developed by the Alliance that are intended for dissemination by others will be marked as such to encourage organizations and individuals throughout the community to adopt, share and use the information.

All funding agreements or programs involving more than de minimus donations of in-kind resources to the Alliance should be developed with the purpose of furthering one or more priority areas established by the Alliance Board of Directors.

All donors, collaborators and contributors will be given a copy of this policy to ensure mutual understanding of the commercial neutrality and independence of the Puget Sound Health Alliance.

Adopted by the Puget Sound Health Alliance Board, July 25, 2006