



Backgrounder

About NDHI

The [National Dialogue for Healthcare Innovation \(NDHI\)](#) was formed by the [Healthcare Leadership Council](#) as an interactive forum where leaders from across the healthcare industry – government, academia, industry, payers, providers, societies and patient and consumer organizations – work toward consensus on the most important issues affecting healthcare innovation, and ultimately, patient care.

Framing the Issue: Why Physician-Industry Collaboration is Important

- Collaboration between industry and healthcare professionals and scientists is vital to innovation and advances in U.S. healthcare. Physician-industry collaboration has brought forth:
 - Longer and better lives due to the depth and breadth of medical innovations that physicians and manufacturers have cooperatively developed.
 - Significant economic benefits in the form of increased jobs, more cost-effective healthcare and greater workforce productivity.
 - Important training and education initiatives, many related to new therapies, which have enhanced patient safety.
- However, concerns about undue influence of industry on healthcare have presented an increasingly complex challenge to medical research, education, communication, and innovation efforts.
- Physician-industry collaboration has been under critical review in the U.S., as a result of both increased industry scrutiny and budget constraints among healthcare payers, including federal, state, and local governments. This has fueled increasing public demand to ensure healthcare decisions are unbiased, preserve the integrity of the physician-patient relationship, address undue influence, both real and perceived, and enhance confidence.

NDHI's Progress to Date: What We Have Achieved

- *NDHI Summit on Physician Industry Collaboration* – On October 4, 2010, NDHI held its inaugural event, the [NDHI Summit on Physician-Industry Collaboration](#) – a first-of-its-kind cross-disciplinary dialogue on the issue of collaboration between physicians, industry, and other stakeholders in the U.S. healthcare ecosystem that drives innovation for the benefit of patients. The Summit convened 107 high-level representatives from across healthcare and focused on identifying areas of consensus and alignment, as well as raising divergent viewpoints and key issues surrounding physician-industry collaboration.
- *NDHI Working Group Consensus Statement on Principled Collaboration*
 - The [NDHI Principles Statement on Collaboration for Healthcare Advancement](#) – developed by stakeholder perspectives from across American healthcare – provides a basic framework to help guide principled collaboration and maintain the confidence and trust of all participants in our healthcare system, including patients, providers, payers, industry, researchers, academia, and government.



NATIONAL DIALOGUE FOR Healthcare Innovation

- *NDHI Working Group Coalition Building* – NDHI has engaged in targeted outreach activities to raise awareness and educate stakeholders on the value and importance of physician-industry collaboration. While we recognize there is more work to do towards building a coalition, NDHI has successfully begun to:
 - o Enlist key opinion leaders to lend their voices to this important issue
 - o Invite endorsement of NDHI consensus statement on principles
 - o Conduct briefings and meetings with patient advocacy groups, Congressional members, and legislative staff to facilitate broader education and dialogue.

Additional Information

Please visit www.ndhi.org for more information about NDHI, including:

- Innovation [case studies](#) that highlight examples of healthcare innovation that have resulted from principled physician-industry collaboration and led to significant advances in patient care.
- An [Executive Summary](#) of key issues that were raised during the 2010 Summit on Physician-Industry Collaboration.

Contact

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