

THE UNIVERSITY OF MICHIGAN

REGENTS COMMUNICATION

Approved by the Regents
September 17, 2009

ACTION REQUEST

Subject: Material Transfer Agreement between the University of Michigan and Health Media, Inc.

Action Requested: Approval of Material Transfer Agreement

Preamble:

A statutory conflict of interest situation was identified by the Division of Research, Development and Administration while reviewing the Material Transfer Form. This then triggered a review by the OVPR Conflict of Interest Review Committee. A plan for management of the possible risks associated with the conflict of interest was then developed and approved by the Committee and agreed to by the parties involved.

The proposed material transfer agreement ("Agreement") falls under the State of Michigan Conflict of Interest Statute because Dr. Victor Strecher is both an employee of the University of Michigan ("University") and a Founder and Chief Science Officer of Health Media. The law permits such an agreement provided it is disclosed to the executive officers and approved in advance by a 2/3 vote of the Regents of the University of Michigan.

Background:

Dr. Victor Strecher, Professor of Health Behavior & Health Education, School of Public Health & Professor of Health Behavior, Family Medicine, Medical School & Associate Director, University of Michigan Cancer Center Cell, is the founder and Chief Science Officer of a for-profit company called Health Media ("Company"). The University of Michigan desires to receive a de-identified dataset from the Company.

Nature of the Agreement:

Ms. Maria Souden, Graduate Student Research Assistant, School of Information, has requested receipt of a de-identified dataset entitled "Care For Your Health" from the Company for use in a study of secondary analysis of data from 20,000+ participants in an online chronic illness self-management program involving their experience of illness, its impact on their lives and their perceptions of the management of their conditions. The University wishes to enter into a material transfer agreement with the Company to enable Ms. Souden to perform this research.

Agreement Terms:

The terms of the Agreement conform to University policy.

Impact of the Agreement:

The Agreement will support an effort by Ms. Souden to identify aspects of illness experience contributing to perceptions of self-management, analyze the relationship of illness perceptions to self-management experience, and use constructs from information behavior theory to identify opportunities, supports, and barriers to information work in chronic illness self-management.

Recommendation:

This Agreement has been reviewed and approved by the OVPR Conflict of Interest Review Committee. In light of the disclosure made in this document and our finding that the agreement was negotiated in conformance with standard University practices, I recommend that the Board of Regents approve of the University's entering into this Material Transfer Agreement with Health Media, Inc.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Stephen R. Forrest". The signature is fluid and cursive, with a long horizontal stroke at the end.

Stephen R. Forrest
Vice President for Research

September 2009