

**Meyers, Robert (COE)**

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*To: 61*  
*04-61*

**From:** Meyers, Robert (COE)  
**Sent:** Monday, June 14, 2004 2:52 PM  
**To:** Meyers, Robert (COE)  
**Subject:** Public Health Trust

I received a call from Jeffrey Poppel at the Public Health Trust inquiring about two seminars that a PHT vendor wishes to hold. The company approached the Trust about holding these seminars on psoriasis and the company's physician will give the lecture, mentioning the condition and the various treatments that are available. Announcements would be mailed to local area physicians and other medical personnel to make their patients aware of these seminars. The company would prefer for the Trust to ask for the gift (the cost of putting on the seminars) and would also like the Trust to the market the seminar. The cost of the two seminars is roughly \$16,000.

I expressed two major concerns: 1) The Trust should not solicit the vendor for this purpose, even though, arguably, these seminars are educational in nature and would benefit the general public, as the Ethics Commission has held that a solicitation by the County that targets one vendor is problematic and 2) If the vendor is willing to hold the event without receiving a solicitation letter from the Trust, all marketing materials must clearly state the fact the company is underwriting the seminars and the company is a hospital vendor.