

## Leadership and CETREMI

José Luis Sandoval Gutiérrez

Pulmonologist-intensivist, Head of Critical Areas, Instituto Nacional de Enfermedades Respiratorias "Ismael Cosío Villegas", Ciudad de México, Mexico

According to the Spanish Royal Academy (of Language), the term leader means "person who directs or orients a group that recognizes his/her authority"<sup>1</sup>.

This term is important, since it is rather ambiguous, because it fails to recognize the moral level or the empathy a person may exert over a particular group that recognizes him/her as leader, and not only with the authority that he/she may exert over it, with the latter concept being very common in the Anglo-Saxon world, where the term leader is used to design somebody who is in a position of authority, which can be mistaken with what we know as "boss".

Traditionally, in the medical field, people that owing to their assistance, teaching and investigational work have shown a remarkable trajectory have been recognized, and associations, universities and the pharmaceutical industry have requested their services as speakers.

In the past, an "opinion leader" used to speak about a topic of scientific interest to the audience, taking care of focusing on the subject from the academic point of view and being extremely cautious in not getting involved in commercialization issues, leaving this topic to the medical representatives of the laboratory in turn.

Currently, the industry organizes sessions, symposia, congresses, etc., and requires the services of different faculty members. Unfortunately, the talks are without any shyness "infomercials", since the benefits of the new product are exaggeratedly emphasized,

losing objectivity about what's already known or is at experimentation process.

These conferences are held in places with high touristic attractive, which renders the attendant being more interested on the tour after the talk, as well as on dinner or social activities.

All this distorts the main purpose of academic work, and results in activity being more focused on entertainment, disguised as a scientific event.

In the past few years, the obligation for speakers to make a conflict of interests' disclosure before the talk has tried to regulate this entire commercial tendency.

Unfortunately, practices that drift apart from a sound doctor-industry relationship prevail in our country. It is necessary to emphasize and recognize initiatives such as those from the Committee of Ethics and Transparency in the Physician-Industry Relationship (CETREMI – *Comité de Ética y Transparencia en la Relación Médico-Industria*), of the National Academy of Medicine<sup>2</sup>, in order for this relationship to meet its purposes within the field of the Academy and bioethics.

### References

1. Diccionario de la Lengua Española. Real Academia Española. (Consultado el 15 de mayo de 2017.) Disponible en: <http://dle.rae.es/?id=NG-ziyCV>
2. Burgos R, Aguilar-Salinas CA, Barile-Fabris L, et al. Concept of "opinion leader": Recommendations of the Committee on Ethics and Transparency in the Medical-Industry Relationship (CETREMI) of the National Academy of Medicine (ANM). *Gac Med Mex.* 2017;153:5.

### Correspondence:

José Luis Sandoval Gutiérrez  
Calzada de Tlalpan, 4502  
Col. Sección XVI, Del. Tlalpan  
C.P. 06170, Ciudad de México, México  
E-mail: sandovalgutierrez@gmail.com

Date of reception: 28-05-2017  
Date of acceptance: 31-05-2017

*Gac Med Mex.* 2017;153:353  
Contents available at PubMed  
[www.anmm.org.mx](http://www.anmm.org.mx)