CONFLICT OF INTEREST POLICY

From the Editors:

Journalism, like medicine, is a profession with codes of ethics and conduct. The wording of these principles can vary between professional bodies, but can be generally summed up as: accuracy, impartiality, objectivity, truthfulness, and fairness.

iMedicalApps is the leading online publication for medical professionals, patients, and analysts interested in mobile health and health care apps. Our independence is our greatest asset. A breach in credibility could significantly impact our reputation; therefore we take any conflicts of interest seriously.

The presence of a potential conflict does not necessarily preclude working with iMedicalApps. It is our belief that all potential conflicts of interest should be reviewed with a proactive approach to appropriate management of the potential conflict.

Requirements of Writers:

iMedicalApps requires that all staff writers disclose all potential conflicts of interest. A potential conflict of interest exists if writers have financial or personal relationships with other persons or organizations that could affect the objectivity of their writing, including medical application reviews.

It is critical that any potential conflicts be transparent and, when appropriate, made visible to the reader. Therefore, we require all writers to disclose to iMedicalApps Editors any potential conflicts of interest, even if they feel they may be remote.

Examples of potential conflicts requiring disclosure:

- Employment (including current full-time positions)
- Current or prior consulting positions, including unpaid roles
- Stock ownership
- Receipt of honoraria
- Patents or patent applications
- Personal relationships with employees/investors/owners of companies, government agencies, and other groups involved in healthcare
- Research activities

In particular, these relationships should be disclosed when they involve healthcare organizations, insurance vendors, pharmaceutical companies, healthcare information technology, medical application development companies, government agencies, healthcare advocacy groups, and other entities whose works may overlap with that of iMedicalApps.

Completing Your Disclosure:

You will receive an email form with instructions for completing your disclosure. It is expected that you will complete the disclosure within two weeks of receipt. Your completion of the disclosure will constitute your agreement to adhere to this policy.

Reference: International Committee of Medical Journal Editors' Uniform Requirements for Manuscripts Submitted to Biomedical Journals: http://www.icmje.org/ethical_4conflicts.html