

## EXCERPT FROM PHILIP MORRIS EXTERNAL RESEARCH PROGRAM'S REQUEST FOR APPLICATIONS - 2000

[In particular, note PM's careful wording in the first paragraph, and the multiple ways that PM maintains control over the selection and monitoring process in order to "serve relevant business needs"]

### Research and Review Process Overview

The purpose of the Philip Morris External Research Program is to support the highest quality research that contributes to our fundamental scientific knowledge, helps address the concerns of the public health community regarding cigarette smoking, and enables Philip Morris to continue its pursuit of product modification(s) or new product designs(s) that might reduce the health risk of smoking.

A Science Advisory Board (SAB) has been assembled to assist in the formation and review of the overall research program. The SAB is a multi-disciplinary group of eminent scientists with reputations for expertise and scientific leadership in the disciplines relevant to the research program.

With SAB participation, the research focus of the program is formulated at a workshop from the best judgments of active research scientists in relevant fields as to research needs and priorities in these fields. After the research focus has been established, it is announced to the scientific community at large that research applications in response to the focus are being accepted. Letters of intent are requested to ensure that proposals are relevant to the program purpose.

The review of proposals and their selection for funding is accomplished in a scientifically rigorous and objective manner. Applications are reviewed for scientific and technical quality by the applicant's peers selected from a pool of peer reviewers (see Appendix). The SAB, in turn, reviews the applications and peer evaluations, and develops recommendations on the selection of proposals. This process ensures that only high quality research is recommended for funding.

Studies recommended by the SAB are subject to final approval by Philip Morris's Scientific Research Review Committee. This committee provides Philip Morris assurances that all scientific studies funded by Philip Morris meet the highest scientific, ethical, and legal standards and serve relevant business needs, as mandated by their charter.

A project monitor is assigned to each funded proposal to monitor the investigator's progress and to provide assistance to the investigators toward the successful completion of the project.

When a project is completed, the investigator submits a final report and is encouraged to publish the work in an independent, peer reviewed journal for the benefit of the scientific community at large.

#### Management of Research Contracts

#### Site Visits

Project monitors usually conduct site visits to the laboratories of its funded investigators during the project period. The purpose of these visits is to evaluate the status of the project, and to provide an opportunity for an exchange of ideas and information between the investigator and project monitors.