

The homerun: presenting your school's policy side-by-side other schools' stronger policies. For GOMETS, a cunning comparison would look something like this:

■ **Pharmaceutical Samples**

(picked in part because of its importance and in part because GOMETS is weak in this domain)

Mount Sinai: Samples are only allowed for specific exceptions that exist for patient benefit:
1. For a health emergency and 2. For a necessary product evaluation.

Columbia: The College has implemented an excellent, clear ban of all drug samples, and made explicit reference to accountability.

GOMETS: No policy evident at publication

You can draw two or three such comparisons—until it's clear that your school sticks out like a sore thumb.

Don't forget to applaud your school for areas where it IS strong and to point out those areas where the school can excel / set the bar. In the case above, policies governing off-campus education are strong.

When you're done with your chart and associated analysis, you may want to write this up as a "memo" to give to your dean or your compliance committee (or to the media, if that's the route you've decided to go). For some examples of memos that use comparative analyses, check out "comparative memo 1" and "comparative memo 2."