



ACCME STANDARDS FOR COMMERCIAL SUPPORT: STANDARDS TO ENSURE INDEPENDENCE IN CME ACTIVITIES

Children's Hospital Los Angeles (CHLA) endeavors to keep all Continuing Medical Education activities free of commercial interest. To avoid any commercial bias, the Office of CME, reporting to the CME Committee, maintains absolute control over all CME activities and makes sure that ACCME guidelines and Standards for Commercial Support of CME are adhered to prior to any activity being awarded AMA PRA Category 1 Credit™. All records are maintained in the CME office. CHLA adopts the ACCME standards and the model letters for faculty confirmation, faculty disclosure and contracts for CME grant support. Compliance with this process, forms and justification as appropriate are required as part of the CME process.

The CME Office will accept educational grants from commercial companies for continuing medical education (CME) activities under the following guidelines:

- All commercially supported activities are for scientific and educational purposes only and are not to promote any company's products directly or indirectly.
- Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME educational material or content includes trade names, where available trade names from several companies should be used, not just trade names from a single company.
- The CME Office/activity planners will be responsible for control of all content and selection of presenters and moderators.
- The CME activity content will not be scripted or influenced by the supporting company or its agents.
- Any person who is in a position to control the content of the CME activity must disclose all relevant financial relationships with any commercial interest within the past 12 months. An individual who refuses to disclose relevant financial relationships will be disqualified from being a planning committee member, a teacher, or an author of CME, and cannot have control of, or responsibility for, the development, management, presentation or evaluation of the CME activity.
- Support from the commercial company must be in the form of an educational grant made payable to Children's Hospital Los Angeles. Grant support may never be made payable to any presenter/moderator/author. The provider will negotiate all payment arrangements with the presenter/moderator/author(s).
- A commercial company representative and the Chair of CME or designee must sign the official form called Letter of Agreement.



- Publicity for the activity will include statements that it has been fully or partially underwritten by a commercial company and the company name, not a product, will be mentioned.
- Advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity.
- Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.
- For **Journal-based CME**, None of the elements of journal-based CME can contain any advertising or product group messages of commercial interests. The learner must not encounter advertising within the pages of the article or within the pages of the related questions or evaluation materials.
- At the time of the meeting, there will be full disclosure either verbally or in writing of each company providing a grant.
- No promotional activities or product advertisements will be permitted in the same room or obligate pathway immediately before, during or after the educational activity.
- The commercial company shall be limited to one representative present during the activity.
- There will not be any commercial exhibits, booths or other give-aways such as pens, pads, etc. allowed at any time in the meeting room.
- All presenters must disclose to learners any relevant financial relationship(s), to include the following information:
 - The name of the individual;
 - The name of the commercial interest(s);
 - The nature of the relationship the person has with each commercial interest.
- Presenters with no relevant financial relationship(s) must inform the learners that no relevant financial relationship(s) exist.



- The source of all support from commercial interests must be disclosed to learners. When commercial support is 'in-kind' the nature of the support must be disclosed to learners.
- 'Disclosure' must never include the use of a corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.
- A provider must disclose the above information to learners prior to the beginning of the educational activity.
- Presenter(s) will disclose limitations of data, such as ongoing research, analysis, preliminary data or unsupported opinion.
- The CME Office/activity planner will require the presenter(s) to disclose when a product has not been approved in the United States for "use."
- Each participant will be asked to evaluate if the activity is free from commercial bias.
- The CME Office/activity planners, in reviewing the CME Evaluation Summary report, will discuss the speaker's compliance with commercial support guidelines. In part, this consideration shall be based on whether 10% or more of participants indicate there was commercial bias in the presentation, which will be interpreted as non-compliance with these guidelines. In the event an activity has been determined to be non-compliant, letters shall be sent to the faculty advising his/her of the findings of the CME Office/activity planners. The faculty shall not be considered for future CME activities for a minimum period of 24 months, if at all.

When an activity is an enduring material, the following guidelines will be followed:

- Grantor information will be posted on the first and last page or there will be a Grantor link that will be displayed on all pages
- No grantor product or product-group information will be present on any CME scientific pages
- For **computer based activities**, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content. Also, planners may not place their CME activities on a Web site owned or controlled by a commercial interest. With clear notification that the learner is leaving the educational Web site, links from the enduring materials Web site to pharmaceutical and device manufacturers' product Web sites are permitted before or after the educational content of a CME activity, but shall not be embedded in the educational content of a CME activity. Advertising of any type is prohibited within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal



ads, and pop-up window ads. For computer based CME activities, advertisements and promotional materials may not be visible on the screen at the same time as the CME content and not interleaved between computer windows or screens of the CME content.

- For ***audio and video recording***, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.'



DEFINITION OF A COMMERCIAL INTEREST

A **commercial interest** is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.

The ACCME does not consider providers of clinical service directly to patients to be commercial interests.

A commercial interest is not eligible for ACCME accreditation. Commercial interests cannot be accredited providers and cannot be joint providers. . Within the context of this definition and limitation, the ACCME considers the following types of organizations to be eligible for accreditation and free to control the content of CME:

- 501-C Non-profit organizations (Note, ACCME screens 501c organizations for eligibility. Those that advocate for commercial interests as a 501c organization are not eligible for accreditation in the ACCME system. They cannot serve in the role of joint provider, but they can be a commercial supporter.)
- Government organizations
- Non-health care related companies
- Liability insurance providers
- Health insurance providers
- Group medical practices
- For-profit hospitals
- For profit rehabilitation centers
- For-profit nursing homes
- Blood banks
- Diagnostic laboratories