Wayne State University Policy on Commercial Support

All educational decisions for Wayne State University School of Medicine Division of Continuing Medical Education (CME) accredited activities must be made free of the control of any commercial interest. This includes:

- Identification of CME needs
- Determination of educational objectives
- Selection and presentation of content and speakers
- Selection of all persons and organizations that will be in a position to control the content of the CME
- Selection of educational methods and evaluation of the activity.

A commercial interest cannot take the role of non-accredited partner in a joint providership relationship.

The activity director and/or planning committee must make all decisions regarding the disposition and disbursement of commercial support.

All commercial support associated with a CME accredited activity must be given with the full knowledge and approval of CME.

The terms, conditions, and purposes of the commercial support must be documented in a written agreement. The agreement must include CME, even if the support is given directly to an educational partner or a joint provider. (See sample Agreement & Acknowledgement)

The activity director, the joint provider, or designated educational partner must directly pay any teacher or author honoraria or reimbursement of out-of-pocket expenses.

No other payment shall be given to the director of the activity, planning committee members, teachers or authors, joint provider, or any others involved with the supported activity.

If teachers or authors are listed on the agenda as facilitating or conducting a presentation or session, but participate in the remainder of an educational event as a learner, their expenses can be reimbursed and honoraria can be paid for their teacher or author role only.

Social events or meals at CME activities cannot compete with or take precedence over the educational events.

Commercial support may not be used to pay for travel, lodging, honoraria, or personal expenses for non-teacher or non-author participants of a CME activity. Commercial support may be used to pay for travel, lodging, honoraria, or personal expenses for employees and volunteers of the provider, joint provider or educational partner.
The activity director must be able to produce accurate documentation detailing the receipt and expenditure of the commercial support.

**Appropriate Management of Associated Commercial Promotion**

Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with presentation, nor can they be a condition of the provision of commercial support for CME activities.

Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities.

Logos: Acknowledgment of commercial support cannot contain the corporate logo of an ACCME-defined commercial interest.

- A commercial interest is defined as any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.
- Commercial interests do not include: 501-C non-profit organizations, 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, and diagnostic laboratories.

The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME. For print, 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.

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.

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

For live, face-to-face CME, 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.
Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.

**Content and Format without Commercial Bias**

The content or format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.

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.