

## Faculty Compliance Standards for Accredited CE

### **Educational Materials**

Educational materials that are part of your presentation (i.e., slides, handouts) **must not contain any marketing produced by or for an ineligible company including corporate or product logos, brand names, or product group messages.**

### **Prevention of Commercial Bias**

Accredited Continuing Education (CE) must be free of marketing or sales of products or services. **Faculty must not actively promote or sell products or services that serve their professional or financial interests during the accredited CE.**

It is expected that **the content or format of accredited CE activities will promote improvements or quality in healthcare and not a specific proprietary business interest of an ineligible company.**

- An ineligible company is defined as *a company whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.*
- Organizations whose mission and function are (1) providing clinical services directly to patients; or (2) the education of healthcare professionals; or (3) serving as fiduciary to patients, the public, or population health are not considered to be ineligible.

### **Ways to Ensure Absence of Commercial Bias**

- Complete the Financial Relationship Disclosure Form for CE Activities identifying all financial relationships you have had with an ineligible company over the past 24 months. CE coordinators will review your relationships, if any, and may request your slide deck for review.
- Your presentation must include a disclosure of all relevant financial relationships to learners prior to their engagement with the accredited CE activity as well as a statement that all relevant financial relationships have been mitigated.
- Your participation in an **accredited CE activity must give a balanced view of therapeutic options.** Use of generic names will contribute to this impartiality. If your educational material or content includes brand names, brand names from several companies should be used where available, not just brand names from a single company.

### **Content Validity of Accredited CE**

As an important contributor to our accredited education, please help us ensure that **educational content is fair and balanced, and that any clinical content presented supports safe, effective patient care.** This includes the expectations that:

- All recommendations for patient care in accredited continuing education must be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options.
- All scientific research referred to, reported, or used in accredited education in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
- Although accredited continuing education is an appropriate place to discuss, debate, and explore new and evolving topics, these areas need to be clearly identified as such within the program and individual presentations. It is the responsibility of accredited providers to facilitate engagement with these topics without advocating for, or promoting, practices that are not, or not yet, adequately based on current science, evidence, and clinical reasoning.
- Content cannot be included in accredited education if it advocates for unscientific approaches to diagnosis or therapy, or if the education promotes recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients.