

Standard 4: Appropriate Management of Associated Commercial Promotion

TITLE: Appropriate Management of Associated Commercial Promotion

POLICY/ACCME Standard Definitions: **Standard 4: Appropriate Management of Associated Commercial Promotion**

STANDARD 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

STANDARD 4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. 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**, 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. (Supplemented February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.) Also, ACCME-accredited providers 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 Web site of an ACCME accredited provider 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.’
- **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.
- (Supplemented February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.) **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.

STANDARD 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.

STANDARD 4.4 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.

STANDARD 4.5 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.

PROCEDURE:

1. Arrangements for commercial exhibits will not influence the planning of or interfere with the presentation of education activities. Events in the exhibit hall are not allowed to happen concurrently with educational sessions.
2. **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 they do not relate to the content they are facing. They also **cannot** be included if they are paid

for by the commercial supporters of the activity.

3. **Computer-based CME:** Advertisements and promotional materials will not be visible on the screen at the same time as the CME content and will not be interleaved between computer windows or screens of the CME content.
4. **Audio and video recording:** Advertisements and promotional materials will not be included within the CME, and there will not be any “commercial breaks.”
5. **Live, face-to-face CME:** Advertisements and promotional materials will not be displayed or distributed in the educational space immediately before, during, or after a CME activity. HCP Pro will not allow representatives of commercial interests to engage in sales or promotional activities while in the space or place of the CME activity.
6. Educational materials that are a part of the CME activity will not contain any advertising, corporate logo, trade name, or product-group message of an ACCME-defined commercial interest.
7. Print and electronic information that is distributed about the non-CME element of the activity (i.e., exhibit hall, dinner, etc.) that is not directly related to the transfer of education to the learner (i.e., schedules, content descriptions) may include product promotion material or advertisement.
8. The commercial supporter cannot be the agent providing the CME activity to learners (i.e., electronic access to activity).