



Policy 11.0

Policy Name: Commercial Bias in Content and Format

Policy

The content, format and related materials of a CPD educational activity will encourage improvements in healthcare and will not promote the business interest of a commercial entity.

Procedures

- 1) Presentations provide a balanced view of therapeutic options.
- 2) Presenters use generic names to show impartiality.
- 3) CPD educational content and materials use trade names (where available) from several companies and not just trade names from a single company.
- 4) CPD activities promote improvements or quality in healthcare and not promote any specific proprietary business interest of a commercial entity.
- 5) Presentations give a balanced view of therapeutic options in the planning and/or delivery of this CME activity.
- 6) No direct payment from an ACCME-defined commercial interest is given to the director of this educational activity, any planning committee member, teacher or author, joint provider, or any others involved in this CPD educational activity.
- 7) All who are in control of the educational content attest on the disclosure form they are not employed by an ACCME-defined commercial interest.
- 8) All who are in control of the educational content attest on the disclosure they are not a non-accredited partner (in a joint provider relationship) of an ACCME-defined commercial interest. *“Standard 1.2 - A commercial interest cannot take the role of non-accredited partner in a joint provider relationship.”*