



Policy 7.0

Policy Name: Management of Associated Commercial Promotion

Policy

CPD will follow the ACCME policies for Managing Commercial Promotion, which are outlined in the ACCME Standards for Commercial Support and recapped below.

Procedures

- CPD will not arrange commercial exhibits and advertisements that influence planning, interfere with presentations or are a condition for the provision of commercial support of CME activities.
- CPD prohibits product-promotion material or product-specific advertisement of any type in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects will be avoided.
- **Live** (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities will be kept separate from CME.
- **Print**, advertisements and promotional materials will not be interleaved within the pages of the CME content.
- Advertisements and promotional materials will 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.
- **Computer based**, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and will not interleaved between computer 'windows' or screens of the CME content.
- CPD will not place its CME activities on a Web site owned or controlled by a commercial interest.
- CPD will have clear notification when a learner is leaving the educational Web site, links from the Web site of an ACCME accredited provider to pharmaceutical and device manufacturers' product.
- If CPD has an educational website, it may have pharmaceutical and device manufacturers' products before or after the educational content of a CME activity, but will not embed within the educational content of a CME activity.
- CPD will not have advertisement of any type within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal ads, and pop-up window ads.
- **Computer based CME** activities provided by CPD will not advertise and offer promotional materials 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.
- **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 will not be displayed or distributed in the educational space immediately before, during, or after a CME activity.

- CPD will not allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.
- **Journal-based CME** will not contain any of the elements of journal-based CME such as advertising or product group messages of commercial interests. The learner will not encounter advertising within the pages of the article or within the pages of the related questions or evaluation materials.
- Educational materials that are part of a CME activity, such as slides, abstracts and handouts, will not contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.
- CPD may someday include product-promotion material or product-specific advertisement in the 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.
- CPD will not 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.