

Important Information for Planners on the Prevention of Commercial Bias and Marketing in Accredited CE

Accredited CE is developed and implemented for the purpose of increasing healthcare provider competence and/or performance in order to improve patient outcomes. It is critical that accredited CE protect learners from commercial bias and marketing. Beaumont CME, as the administrative unit responsible for ensuring compliance with accredited CE Criteria, Standards, Policies, and other regulations and laws, will strictly enforce the following to ensure the accredited CE provided by Beaumont is free from commercial bias and marketing:

1. **All decisions** related to the planning (including identification of educational needs and practice gaps, competencies to be addressed, objectives), faculty selection (including planners and presenters/authors), delivery, and evaluation of accredited CE **must be made without any influence or involvement from the owners and employees of an [ineligible company](#)**¹.
2. All accredited 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.**
3. The **names or contact information of learners** is the confidential property of Beaumont and **cannot be shared** with any [ineligible company](#) or its agents **without the explicit consent of the individual learner.**
4. **Information on financial relationships with ineligible companies will be collected** from all planners, faculty, and others in control of Beaumont accredited CE content. Collection of this financial information will be conducted through the Beaumont CME Disclosure of Financial Relationships Form. All identified financial relationships will be reviewed by Beaumont CME and the **Mitigation Process** will be implemented for relationships that are found to be relevant to the content of the accredited CE activity.
 - **Course directors or planning members with relevant financial relationships:** a mitigation form will be required to be completed before CME approval will be granted for the activity. CME staff will review the completed mitigation forms as well as all planning materials (including gaps, objectives, agenda topics, faculty selection, etcetera) to ensure the information represents a balanced, evidence-based approach). **If needed, CME may require an additional faculty member with no relevant financial relationships to assist with planning to ensure independence.**
 - **Faculty (speakers, moderators, panelists, authors) with relevant financial relationships:** presentation content must be submitted to CME at least 1 week prior to the event. CME staff will review the content and determine if the content is balanced and can be approved as is, if content requires modification in order to provide balance, or if the relationship is unable to be mitigated. If a relationship cannot be mitigated, the individual either must be replaced or CME/CE credit will be eliminated* from their involvement (**employment/ownership relationships that do not fall under one of the 3 exceptions presented in the “Owners or Employees of Ineligible Companies” section cannot be mitigated**).

¹ 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.

Beaumont

Owners or Employees of Ineligible Companies

Individuals who are **owners or employees of ineligible companies must be excluded from controlling content or participating as planners or faculty in accredited CE** unless:

- a. The content they are involved with planning and/or presenting is **NOT related to the business lines or products of their employer/company**;
- b. The content of the accredited activity is **limited to basic science research**, such as pre-clinical research and drug discovery, or the **methodologies of research**, and they **do not make care recommendations**; or
- c. They are participating as a **technician to teach the safe and proper use of medical devices** and **do NOT recommend whether or when a device is used**.

Individuals in control of content who are employees or owners of an ineligible company – AND – their involvement does not fall under one of the 3 exceptions identified above, cannot be involved with the accredited CE activity.

*If CME/CE credit is removed for any lecture/portion an accredited activity due to unmitigated relevant financial relationships, the following will be enforced:

1. **There must be a clear separation between accredited CE and any non-accredited CE portion of the event.** Non-accredited CE lectures must either be held in a room separate from the other accredited CE content – or – there must be a minimum of a **30-minute break both before and after** a non-accredited CE lecture.
2. **Non-accredited CE lectures must be clearly labeled and communicated** as non-accredited to learners. Learners must not be forced to view non-accredited lectures.

5. **Exhibits/Advertisements:** Ineligible companies may be invited to market or exhibit materials relevant to the subject of the meeting or other promotional opportunities may be provided. **All promotional opportunities, exhibits, advertisements must be clearly separated from the accredited CE.** For example, an ineligible company **cannot** be given an opportunity to play a company commercial/advertisement or give a short talk before, during or after an accredited CE if in the same space of the accredited CE. For virtual events, all promotional opportunities must be held in a separate link/area from the accredited CE.
 - **All promotional opportunities must be approved by Beaumont CME prior to solicitation.**
6. **Educational materials that are part of accredited education** (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) **must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.** Beaumont CME must review and approval all educational and non-educational content prior to distribution to ensure compliance.

Visit <https://www.beaumont.edu/continuing-medical-education/plan-cme-activity/forms-tools> for additional tools to assist you with successful planning and implementation of your accredited CE event.