

# **POLICY ON INDUSTRY DATA AND MATERIALS AND PRESENTATIONS BY REPRESENTATIVES OF COMMERCIAL INTERESTS**

## Use of Industry Data and Materials

- (1) Industry data and materials cannot be solicited from a commercial interest by the Accredited Provider. A commercial interest cannot provide such materials directly to the Accredited Provider. Industry data and materials that are put into the public domain or are obtained by activity faculty members and that become part of the content of a CME activity must contain attribution.
- (2) Such data and materials must promote improvements or quality in healthcare and shall not, by their content or format, advance the proprietary interests of any company.
- (3) All such data and materials must be reviewed by the course director, editor, or other appropriate expert to ensure that their inclusion does not adversely affect the balance, objectivity, scientific rigor, or freedom from commercial bias of the CME activity. That expert must provide a signed, written attestation of the appropriateness of including the data or materials in the CME content. That attestation must reside in the activity file.

## Presentations and Authorship by Representatives and Employees of Commercial Interests

- (4) Representatives and employees of commercial interests have unresolvable conflicts of interest regarding certified CME activities. Should they function as planners, presenters, or authors for CME activities, the risk of real or perceived commercial bias is significant. Therefore, representatives and employees of commercial interests are prohibited from presenting at CME activities or authoring CME content.