SNM

Separation Of Education Activities and Commercial Promotion CME Policy

PURPOSE
The Continuing Medical Education (CME) Policy on Separation of Education and Commercial Promotion exists to delineate management of commercial promotion that is held in association with CME activities.

POLICY

CME activities provided by SNM must be planned and implemented in compliance with the Essential Areas, Elements, Standards and policies of the ACCME.

All CME activities sponsored by SNM shall maintain separation of promotion from education by ensuring the following:

- Commercial events held in conjunction with a CME activity cannot compete with nor take precedence over the education components of the activity.

- Commercial advertising and exhibits cannot influence planning or interfere with CME presentations. Exhibits and advertisements are restricted solely to promotional space.

- Product promotion material or product-specific advertisement of any type is prohibited in or during CME activities. For live face-to-face CME activities: advertisements and promotional materials cannot be displayed in the activity space or immediately outside the activity space if the location prohibits attendees from entering the activity space without direct intervention with sales and promotional activities.

- For print materials: advertisements and promotional materials cannot be interleaved within the pages of CME content.

- For computer-based activities: advertisements cannot be visible on the screen at the same time as the CME content.

- For live face-to-face CME activities: advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. Representatives of Commercial Interests cannot engage in sales of promotional activities while in the space or place of the CME activity.

- Education materials that are a part of a CME activity such as slides, abstracts and handouts cannot contain any advertising, commercial company name, trade name, or product-group message.
• Commercial interests cannot distribute a CME activity to learners e.g. distribution of self-study CME activities or arranging for electronic access to CME activities.