

## **Conflict of Interest and Commercial Influence**

The University of Houston Tilman J. Fertitta Family College of Medicine (Fertitta College of Medicine) is committed to maintaining the integrity and independence of its Continuing Medical Education (CME) activities keeping it free from commercial influence. To uphold this commitment, the following govern the management of commercial support and potential conflicts of interest.

### **Independence in Educational Content**

- All decisions related to CME activities—including needs assessment, content development, speaker selection, and evaluation—are made independent of commercial support and influence by the Fertitta College of Medicine Office of Continuing Medical Education in collaboration with the Planning Committee for the activity.
- Commercial support and influence is not permitted in any aspect of the educational content or process.

### **Disclosure and Resolution of Conflicts of Interest**

- Individuals involved in the planning or delivery of educational content must disclose all financial relationships with ineligible companies. ACCME defines an ineligible company as any entity whose primary business is producing, marketing, selling, re-selling, or distributing health care products used by or on patients.
- The Office of Continuing Medical Education reviews each disclosure to identify and resolve any conflicts of interest prior to the activity.
- Refusal to disclose all financial relationships disqualifies an individual from participating in the CME activity as a planner or deliverer of educational content.

### **Management of Commercial Support and Influence**

- Abiding by State of Texas law and University of Houston guidelines, the Fertitta College of Medicine Continuing Medical Education Program does not accept commercial support from an ineligible company.
- All programmatic costs are covered by the Office of the Dean or the Department.

### **Separation of Exhibits and Education**

- Exhibit activities and materials from commercial entities as part of the exhibits are to be strictly separated from CME activities.
- The Office of Continuing Medical Education recommends exhibits be set on a different floor or in a different area of the Fertitta College of Medicine.
- Product advertisements or promotional materials are not permitted within the educational space or on educational materials.

- Exhibits and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space 30 minutes before or 30 minutes after an accredited education activity.

## **Content Integrity**

- CME content must promote improvements in health care and not a specific proprietary business interest.
- Presentations are to provide a balanced view of therapeutic options, using generic names when possible.
- If trade names are used, they should represent multiple companies where available.

## **Learner Disclosures**

- Prior to commencement of the CME activity, learners are required to be informed of:
  - Any relevant financial relationships of planners, faculty, and authors.
  - The source of all commercial support, including in-kind contributions.

For more detailed information on conflicts of interest and commercial support, please refer to the following Office of Continuing Medical Education policies and procedures:

- [Disclosure, Mitigation, and Commercial Support in Continuing Medical Education](#)
- [CME Live Activities](#)

For questions or further information, please contact the Office of Continuing Medical Education at [comcme@central.uh.edu](mailto:comcme@central.uh.edu).