



CONTINUING MEDICAL EDUCATION POLICIES: Prevent Commercial Bias and Marketing in Accredited Continuing Education

Prevent Commercial Bias and Marketing in Accredited Continuing Education

Background

The Accreditation Council for Continuing Medical Education (ACCME) requires that accredited continuing education must protect learners from commercial bias and marketing.

Procedure

1. Tilman J. Fertitta Family College of Medicine (TJFF COM) Continuing Medical Education (CME) ensures that all decisions related to the planning, faculty selection, delivery and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.
2. TJFF COM CME requires that accredited education 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 accredited education.
3. TJFF COM will not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

Currently, it is the policy of TJFF COM not to share names and contact information of learners with any ineligible companies. In the event that the TJFF COM CME Committee chooses to change this practice, the policy will be modified to reflect this change. A participant consent form will then be developed for faculty and attendees which will also allow the learner to opt out if they choose. The consent statement may also be included at registration for accredited educational events and will be clearly visible. Learners will have the ability to opt out and still register for or attend the event.

EFFECTIVE DATE: January 1, 2023

APPROVAL DATE: January 1, 2023

REVIEW DATE: December 1, 2028