



Faculty Compliance Standards for Accredited CE

Educational Materials

Educational materials that are part of your presentation (slides, handouts, etc.) **must not contain any marketing produced by or for an ineligible company including corporate or product logos, brand names, or product group messages.**

Prevention of Commercial Bias

Accredited Continuing Education (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.**

It is expected that **the content or format of accredited CE activities will promote improvements or quality in healthcare and not a specific proprietary business interest of an ineligible company.**

We employ several strategies to ensure the absence of commercial bias and you are integral to their successful implementation.

1. Completion of the online Disclosure of Financial Relationships form identifying all financial relationships you have had with an ineligible company over the past 24 months. The Office of Continuing Education will review your relationships, if any, and may request your presentation for review.
2. Your presentation must include a disclosure of all relevant financial relationships to learners prior to their engagement with the accredited CE activity as well as a statement that all relevant financial relationships have been mitigated.
3. Your participation in an accredited CE activity must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If your educational material or content includes brand names, brand names from several companies should be used where available, not just brand names from a single company.

Validity of the Content of Accredited CE

- All recommendations for patient care in accredited CE must be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options.
- All scientific research referred to, reported, or used in accredited CE in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
- Accredited CE cannot advocate for unscientific approaches to diagnosis or therapy, or promote recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients. Engagement with these topics must be facilitated without advocating for, or promoting, the practices that are not, or not yet adequately based on current science, evidence, and clinical reasoning.

Please contact the Western Michigan Homer Stryker M.D. School of Medicine Office of Continuing Education with any questions, or if you do not feel your presentation can meet these standards – ce@med.wmich.edu .

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.