

## Center for Continuing Professional Development Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education

*Standard 5 applies only when there is marketing by ineligible companies or nonaccredited education is associated with accredited continuing education.*

*The DGSOM CME Program is responsible for ensuring that education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with accredited continuing education. Companies that are ineligible to be accredited in the ACCME System (ineligible companies) are those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.*

### ACCME's Examples of Ineligible Companies:

- Advertising, marketing, or communication firms whose clients are ineligible companies
- Bio-medical startups that have begun a governmental regulatory approval process
- Compounding pharmacies that manufacture proprietary compounds
- Device manufacturers or distributors
- Diagnostic labs that sell proprietary products
- Growers, distributors, manufacturers or sellers of medical foods and dietary supplements
- Manufacturers of health-related wearable products
- Pharmaceutical companies or distributors
- Pharmacy benefit managers
- Reagent manufacturers or sellers

### Guidelines & Expectations

- Arrangements to allow ineligible companies to market or exhibit in association with accredited education **must not**:
  - ✓ Influence any decisions related to the planning, delivery, and evaluation of the education.
  - ✓ Interfere with the presentation of the education.
  - ✓ Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
- The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.
  - ✓ Live continuing education activities: Marketing, 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 within 30 minutes before or after an accredited educational activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
  - ✓ Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotions or product-specific advertisements.

- ✓ Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
- ✓ Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
- Ineligible companies may not provide access to, or distribute, accredited education to learners.

**Questions/Concerns:** Contact Ericka Cunningham at [elcunningham@mednet.ucla.edu](mailto:elcunningham@mednet.ucla.edu) or (310) 794-0445.