

<b>TITLE</b>	<b>EEH ACME PROGRAM: SOLICITATION AND ACCEPTANCE OF EXHIBITORS AT ACCREDITED CME ACTIVITIES POLICY</b>
<b>PURPOSE</b>	<ol style="list-style-type: none"><li>1) To set forth the policy for accepting exhibitors for accredited CME activities required by the Illinois State Medical Society (ISMS) and Accreditation Council for Continuing Medical Education (ACCME).</li><li>2) To comply with the Illinois State Medical Society (ISMS) and the Accreditation Council for Continuing Medical Education (ACCME) Standards for Integrity and Independence in Accredited Continuing Education</li></ol>
<b>APPLICABILITY</b>	Edward-Elmhurst Health
<b>POLICY STATEMENT(S)</b>	<p>The Edward-Elmhurst Health Accredited CME Program shall only provide and award continuing medical education credit for educational activities that: (i) follow the procedures outlined in this policy; and (ii) are approved by the Program &amp; Education Committee; and/or the Chair of the Program &amp; Education Committee; and/or the majority members of the Program &amp; Education Committee. Any activity that fails to comply with the approved standards will be suspended from receiving AMA PRA Category 1 Credit™ and held to corrective action. If no corrective action is taken, credit is suspended indefinitely, and the activity planner(s) is not permitted to apply for AMA PRA Category 1 Credit™ in the future. Edward-Elmhurst Health is responsible for (1) presenting learners with only accurate, balanced, scientifically justified recommendations, and (2) protecting learners from promotion, marketing, and commercial bias. The solicitation and acceptance of exhibits or advertisements as part of an accredited CME activity are conducted in accordance with this policy and the ACCME Standards for Integrity and Independence in Accredited Continuing Education.</p>
<b>DEI STATEMENT(S)</b>	<p>Edward-Elmhurst Health as an institution, and the Accredited CME Program as its supporter, is fighting systemic racism, institutionalized biases, and healthcare inequities. To build a more diverse healthcare community and reduce disparities and injustices in the medical profession, the ACME Program asks that speaker(s), content authors, planners, and others involved in Accredited CME activities are representative of all races, ethnicities, genders, gender identities, sexual orientations, generations, backgrounds. Additionally, the material should be carefully reviewed to reflect linguistically appropriate content, narratives developed with an equitable lens and key terms and concepts used in the context of health equity. When appropriate, conversations on how health equity and DEI+J impact the educational topic should be included.</p>
<b>DEFINITION(S)</b>	<ul style="list-style-type: none"><li>• Accredited CME Activity: An educational program sponsored by the Edward-Elmhurst Health CME Department (8681) that is designated for <i>AMA PRA Category 1 credit™</i>.</li><li>• Planner(s): An individual or group of individuals involved in the planning process and implementation, facilitation, or moderation of an accredited CME activity.</li></ul>

- Speaker(s): An individual or group of individuals presenting, speaking, or delivering content at an accredited CME Activity.
- Eligible Organizations: by ACCME definition, eligible organizations are those 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; and other organizations that are not otherwise ineligible. Examples of eligible organizations can be found [here](#).
- Ineligible Organizations: by ACCME definition an ineligible organization is one whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. Examples of eligible organizations can be found [here](#).

## PROCEDURE

1. According to the ACCME, exhibits and advertisements are promotional activities and not continuing medical education. Therefore, monies paid by ineligible companies to providers for (space, tables, advertisements, etc.) are not considered to be ancillary activities.
2. Edward-Elmhurst Health's ACME Program. Activity Planner(s), Speaker(s), and individuals involved with accredited CME are 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.
3. The following requirements apply to all exhibits, advertisements, or promotions:
  - a. Cannot influence decisions related to the planning, delivery, and evaluation of education.
  - b. Interfere with the presentation of the education.
  - c. Be a condition of the provision of financial or in-kind support from ineligible companies for education.
  - d. EEH's Accredited CME Program, Activity Planner(s), Speaker(s) and others involved in the accredited CME activity must ensure that learners can easily distinguish between accredited education and other activities. Live accredited CME 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 CME activity. Activities that are part of the event but are not accredited for CME must be clearly labeled and communicated as such.
  - e. Print, online, or digital accredited CME: Learners must not be presented with marketing while engaged in the accredited CME activity. Learners must be able to engage with the accredited CME without having to click through, watch, listen to, or be presented with product promotions or advertisements.
  - f. Educational Materials: Any materials associated with accredited CME activities such as slides, handouts, evaluations, or disclosure information must not contain any marketing produced by or for an ineligible company. This

- includes corporate or product logos, trade names or product group messaging.
- g. Distribution of Information: Information distributed about an accredited CME activity that does not include educational content such as schedules and logistical information, may include marketing for an ineligible company.
  - h. Edward-Elmhurst Health's accredited CME Program does not allow representatives of Ineligible Companies to engage in sales or promotional activities while in the space of the accredited CME activity or as part of the accredited CME activity.
  - i. Edward-Elmhurst Health CME Program does not use an eligible company as the agent providing an accredited CME activity to learners. (e.g. The ineligible company is not permitted to provide access to, distribute, or promote any educational content to learners as part of the accredited CME activity.)
  - j. Print advertisements and promotional materials are not permitted to be combined within the pages of the accredited CME content. They must remain separate from all accredited CME content and can only be collected at the discretion of the participant.
  - k. Video/Audio/Verbal: Any advertisements and/or promotional materials are not permitted to be included within the CME activity. There will be no "commercial breaks" within the accredited CME activity space. Participants are allowed regular breaks and may visit the exhibit area if they so choose.
  - l. If journal articles are involved in the accredited CME activity, none of the elements of journal-based accredited CME should contain any advertising or product group messages from any ineligible company. The learner must not encounter advertising within the pages of the article or within the pages of the related questions or evaluation materials.
  - m. All Exhibitors must complete the Exhibitor agreement outlining the requirements for participation. Any exhibitors not complying with the agreement and requirements set within will be asked to leave.
  - n. Exhibitor funds are used to provide writing materials, food, beverages, and other supplies to participants of accredited CME activities. No other uses of funds are permitted.

#### CROSS REFERENCE(S)

- *ACCME Standard #4: Appropriate Management of Associated Commercial Promotion*
- *Exhibitor Agreement (online thru CloudCME®)*

Revised: 4/8/19, 08/31/2022