

### Continuing Professional Development

#### EXHIBITOR POLICY

The primary purpose of an accredited CE activity is to maintain, develop or increase the knowledge, skills, and professional performance, and relationships that a healthcare professional uses to provide services for patients, the public or the profession.

Exhibits are permitted at accredited CME activities; however the *University of California Policy on Health Care Vendor Relations*, which provides system wide standards aimed at eliminating the potential of industry influence on health care providers' decision making, must be abided by at all times.

In addition, the following UC San Diego CPD policies apply:

#### **Promotional Exhibits**

The provision of exhibits at accredited CE activities may serve to complement or enhance the activities' value. At the discretion of the course director, exhibitors may be invited to display materials relevant to the subject of the meeting.

1. Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.
2. Exhibit fees shall be set for each activity and will be standard for that activity; potential exhibitors shall have equal access to purchasing exhibit space (first come-first serve).
  - a. Exhibit fees shall be separate and distinct from educational grants (they are not considered commercial support).
  - b. All exhibitors must be charged a fee; fees shall not be waived for any exhibitors
  - c. Different fee amounts can be set based on amount of space (i.e., 3' table vs. 6' table), organization type (i.e. for-profit vs. not-for-profit). All fee options must be made available to all exhibitors.
  - d. A record of all exhibit payments must be kept and provided to the CPD department at the conclusion of the accredited CE activity.
3. All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
4. Employees of the exhibiting company may attend accredited CE activities at the discretion of Beaumont Health for the direct purpose of their own education; they may not engage in sales or marketing activities while in the space or place of the educational activity.
5. Information on the identity of learners at accredited CE activities is considered to be the confidential property of UC San Diego CPD. Information on learners will only be released to third parties when learners have prospectively authorized the release of this information.
6. Exhibits must be in compliance with ACCME Standards for Integrity and Independence of Accredited Continuing Education.
7. No more than two company representatives for each exhibit will ordinarily be permitted. Space may be a limiting factor.

Any actions that are not in accordance with the above stated policies may result in the removal of the exhibit company and its representatives from the CME activity site, in which case no refund of exhibit fees will be allowed.

Click here to access the [University of California Policy on Health Care Vendor Relationships](#).

## **ACCME Standards for Integrity and Independence of Accredited CE**

### **Live accredited CE 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 education 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 promotion or product-specific advertisement.

### **Promotional Materials:**

Product-promotion material or product-specific advertisement of any type is prohibited in or during accredited CE activities. 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

**Ineligible companies** are those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. Examples of such organizations include:

- 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

## **ACCME Standards for Integrity and Independence of Accredited CE - FAQs:**

**Is it acceptable to say, "In exchange for \$5,000 of commercial support we will produce the accredited CE activity and as a commercial supporter you will get an acknowledgment and a 4 x 4 sq ft booth in the exhibit hall."?** No, in this scenario the ineligible company is giving commercial support AND getting promotional and sales opportunities as a condition of that support. This is Not in Compliance with the Standards. The ineligible company should buy advertising and promotion opportunities with resources designated for that purpose. If an agreement for advertising or promotion is struck between the two parties, it must be outside the written agreement for commercial support. With respect to commercial support, the terms and conditions of the support must be described in a written agreement between the accredited provider and the ineligible company. Any event or product that contains advertising or promotional opportunities must not be part of the accredited CE activity and must not be paid for by commercial support. Normally these are assigned to the "exhibit hall," advertising pages or screens or promotional receptions or meals, all of which are clearly identified as such by the learner.

**Are advertising and exhibit opportunities always to be offered to commercial supporters?** No, payment and arrangements for advertising and exhibits are separate, business transactions. They are payment for the sale of promotional space.

**Is the 30-minute time interval required regardless of whether the nonaccredited activity takes place before, during, or after the accredited activity?** Yes, there needs to be a 30-minute interval between an accredited and non-accredited session or activity regardless of whether the non-accredited activity is before, after, or both. This time interval is required if the non-accredited activity is either developed by or with an ineligible company, or if individuals with unmitigated, relevant financial relationships with ineligible companies are in control of content.

**Does there need to be a 30-minute interval between accredited and nonaccredited education in virtual activities?** Yes, the 30-minute interval is required for all live activities, whether the activity takes place in-person or virtually. For live, virtual activities, if the learner will remain in the same "virtual space" for a nonaccredited session, then the provider must ensure that there is a 30-minute interval before or after accredited education. If the learner is required to leave the virtual space to transition between accredited and nonaccredited activities, and will need to take an action, such as clicking a link that clearly communicates that they are leaving the accredited education, then there is no time-interval requirement.

**REFERENCE:** Accreditation Council for Continuing Medical Education (ACCME) [ACCME Standards for Integrity and Independence in Accredited CE](#)