

# **Commercial Support Interaction**

Educational events sponsored by the Kettering Health Network CME program are based entirely on the program's educational gaps and needs assessments. These Cat.1 events are controlled by the program and designed by the program's planners and Executive Group.

The CME program recognizes the mutual advantage of occasional support from industry. A designated assistant in the Medical Education Department at KMC handles all grants/display fees to support educational events that enhance participant competence, performance, and improve patient care. If support is received from industry, notice is provided to the participants at the educational event.

Funding from educational grants will be used to offset the overall costs of the related activity to include reasonable honoraria, speaker travel, conference center rental, media support, event publications, and reasonable meals/refreshments.

The KHN CME program maintains independence by declaring the right to select and control the topics, content, speakers and format for any certified educational event. Acceptance of any commercial educational grant or funding shall not constitute endorsement of any industry or product.

## **Policy Summary**

- The occasional use of commercial support by accredited CME providers is justified for the conduct of educational activities addressing outcomes of improved physician competence, performance and improved health care.
- The use of commercial support in compliance with the ACCME SCS for CME events is justified to address the educational gaps and related gap-resolving needs for participating physicians.

## **Guidelines for Recruitment and Use of Commercial Support**

Educational grants or other funding for certified CME events shall be made payable to the Kettering Medical Center Medical Education Department. The negotiations for educational grants from commercial sources will be conducted by the appointed assistant of Medical Education with the designated educational grant contact of the related supporting industry.

Honoraria and other expenses for certified CME events shall be paid by the KMC Medical Education Department. Activities requiring commercial support shall prompt the CME Program's faculty confirmation letter to include this fact of received or planned financial support. The faculty letter shall also include the information that if required financial support is not received one week prior to the scheduled activity implementation, the event will be cancelled.

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**Commercial enterprise providing financial support for certified CME events can be permitted to exhibit displays if located external to the site for educational events. In-house commercial displays must be approved in advance by the KMC Director of Pharmacy in compliance with the institution's Vendor Policy.**

**The sponsoring CME provider, related speakers, and supporting industry shall comply with the updated ACCME Standards for Commercial Support for Continuing Medical Education and the current PhRMA Code on Interaction with Healthcare Professionals.**

**Related activity speakers and planners must submit disclosures of any relevant commercial support prior to the related educational event. Disclosure to activity participants of any commercial support\* from any industry (commercial interest) will be made for all CME events. Summaries of these commercial disclosures shall be given to participants of certified CME activities prior to the onset of an activity. This information will allow participants to judge their potential product use in recognition of any speaker or planner connection with industry.**

**The CME conference or activity funded with commercial support may list such support on related brochures and announcements.**

**Participants shall not receive commercial support for their participation in any CME event.**

**\*Significant commercial support is defined as any amount of support from commercial interest within the past twelve months that could create a conflict of interest.**