1. Recognizing that the School of Medicine, serving as an accredited sponsor of CME activities, is responsible for the appropriate design and conduct of such activities, it is deemed important that the Standards for Commercial Support of Continuing Medical Education of the Accreditation Council for Continuing Medical Education is strictly observed.

2. A. For approval of Category 1 programs, identification of CME needs, educational objectives, selection of content, faculty, educational methods and materials, and marketing methods and materials shall be the responsibility of the Division of CME of the School of Medicine as the accredited sponsor.

   B. For approval of Category 2 programs, the Division of CME will be responsible to review applications to ensure the quality of the program and to assure that the programs are in compliance with the Standards for Commercial Support of CME and the AMA Guidelines for Gifts to Physicians from Industry.

3. Presentations shall emphasize generic names when possible and if trade names are used, they shall include those of several companies and more than one product when possible.

4. Scientific objectivity shall be observed in the presentation of research.

5. Unlabeled or investigational uses of a commercial product shall be clearly identified as such and any limitations on data shall be disclosed.

6. Disclosure will be made of the existence of any significant financial interest or other relationship a faculty member or the sponsor has with the manufacturer of any commercial products discussed in a certified educational presentation. Disclosures will be included in conference materials and/or in announcements. Written documentation that disclosure information was given to participants shall be entered in the file for that activity. Disclosure will state if there is financial relationship or affiliation, if there is no financial relationship or affiliation, or if the CME faculty did not respond to request.

7. A. Exhibits. When commercial exhibits are part of the overall program, arrangements for these should not influence planning or interfere with the presentation of CME Activities. Exhibit placement should not be a condition of support for a CME activity.

   B. Commercial Activities During Educational Activities. No commercial promotional materials shall be displayed or distributed in the same room immediately before, during, or immediately after an educational activity certified for credit.

8. Funds from a commercial source should be in the form of an unrestricted educational grant made payable to the accredited sponsor, Creighton University School of Medicine and should be acknowledged in printed announcements. For grand rounds and departmental conferences, these funds (i.e., honoraria, travel, meals, etc.) should be managed by the sponsoring department, with an accounting of income and expenditures to the Division of CME for each program. Educational grants for all other programs will be received by, and funds disbursed through, the Division of CME. Both the accredited sponsor and the commercial supporter shall be prepared to disclose to relevant parties the expenditure of such funds.

   Commercially supported social events at CME activities should not compete with, nor take precedence over, the educational events.

Approved by the CME Committee March 9, 2001
Revised by the CME Policy and Procedures Subcommittee February 8, 2001