



PHYSICIANS AND THE PHARMACEUTICAL INDUSTRY (UPDATE 2001)

Continuing medical education / continuing professional development (CME/CPD)

17. The primary purpose of CME/CPD activities is to address the educational needs of physicians and other health care providers in order to improve the health care of patients. Activities that are primarily promotional in nature should be identified as such to faculty and attendees and should not be considered as CME/CPD.
18. The ultimate decision on the organization, content and choice of CME/CPD activities for physicians shall be made by the physician-organizers
19. CME/CPD organizers are responsible for ensuring the scientific validity, objectivity and completeness of CME/CPD activities. Organizers must disclose to the participants at their CME/CPD events any financial affiliations with manufacturers of products mentioned at the event or with manufacturers of competing products.
20. The ultimate decision on funding arrangements for CME/CPD activities is the responsibility of the physician-organizers. Although the CME/CPD publicity and written materials should acknowledge the financial or other aid received, they must not identify the products of the company(ies) that fund the activities.
21. All funds from a commercial source should be in the form of an unrestricted educational grant payable to the institution or organization sponsoring the CME/CPD activity. Upon conclusion of the activity, the physician organizers should be prepared to present a statement of account for the activity to the funding organizations and other relevant parties.
22. Whenever possible, generic names should be used rather than trade names in the course of CME/CPD activities. In particular, physicians should not engage in peer selling.* If specific products or services are mentioned, there should be a balanced presentation of the prevailing body of scientific information on the product or service and of reasonable, alternative treatment options. If unapproved uses of a product or service are discussed, presenters must inform the audience of this fact. Faculty must disclose to the participants at CME/CPD events any financial affiliations with manufacturers of products or service providers mentioned at the event or with manufacturers of competing products or providers of competing services.
23. Negotiations for promotional displays at CME/CPD functions should not be influenced by industry sponsorship of the activity. It is preferable that promotional displays not be in the same room as the educational activity.
24. Travel and accommodation arrangements, social events and venues for industry sponsored CME/CPD activities should be in keeping with the arrangements that would normally be made without industry sponsorship. For example, the industry sponsor should not pay for travel or lodging costs or for other personal expenses of physicians attending a CME/CPD event. Subsidies for hospitality should not be accepted outside of modest meals or social events that are held as part of a conference or meeting. However, faculty at CME/CPD events may accept reasonable honoraria and reimbursement for travel, lodging and meal expenses. Scholarships or other special funds to permit medical students, residents and fellows to attend educational events are permissible as long as the selection of recipients of these funds is made by their academic institution.