

Content Integrity and Conflict of Interest:

Providers of continuing nursing education are required to identify and resolve all conflicts of interest for all individuals in a position to control content. In addition, they are required to maintain content integrity, ensuring that education is free from promotion or bias.

Frequently, providers have questions related to employees of commercial interest organizations and whether they are permitted to participate in educational activities awarding ANCC contact hours. The ANCC Content Integrity Standards clearly define the parameters related to employees of commercial interest organizations.

Employees of commercial interest organizations are not permitted to serve in any capacity for educational activities including but not limited to: as planners, speakers, presenters, authors and/or content reviewers if the content of the educational activity is related to the products or services of the commercial interest organization.

Employees of commercial interest organizations are permitted to participate in educational activities if the content of the activity is not related to the products or services of the commercial interest organization.

Providers occasionally question whether employees of commercial interest organizations may participate as content expert presenters particularly if the content of the educational activity is focused on a specific device that a healthcare organization has purchased, or if the content is related to a specific and unique drug manufactured by the commercial interest. The short answer is no. Although employees of commercial interest organizations are often very knowledgeable about the products and services, it is a violation of ANCC criteria for them to participate in any part of the educational activity.

It is permissible for an employee of a commercial interest organization such as a device vendor to teach a Nurse Planner or Expert Nurse about a device, and then the Nurse Planner or Expert Nurse plan an educational activity regarding the device or equipment. The vendor may not, however, help plan or participate in the activity.