

Applying the Standards for Integrity and Independence in Accredited Continuing Education

2023 Update

Series: PART A – Fundamental Concept:
Eligible vs. Ineligible Companies

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Wisconsin Nurses Association

Location and Purpose of the Standards

<https://www.accme.org/accreditation-rules/standards-for-integrity-independence-accredited-ce>

<https://www.accme.org/faq/10236#collapse-592781>

Purpose:

Maintain ethical standards. Protect learning environment from industry (commercial) influence.

Accredited?
Approved?
Provider?
Applicant?

Language of ACCME Standards:

- “Accredited” in the Standards = **“Approved”**
- IEA Applicants and WNA Approved Providers = **“Providers”**
- The Standards apply to you, even though they refer to “accredited providers.”

Standard 2 - Prevent Commercial Bias and Marketing in Accredited Continuing Education

2.1 The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.

2.2. Accredited education must be free of marketing or sales of products or services. Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.

IMPLICATIONS:

- Know what an ineligible company is.
- Communicate with presenters and others in control of content about [the rules](#).

What is an “Ineligible Company?”

Eligibility / Ineligibility

- New definitions and categories in 2022.
- Ineligible Company: primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

BUT.....be careful!

Types of Organizations That May Be Accredited in the ACCME System

Organizations eligible to be accredited in the ACCME System (***eligible organizations***) are those whose mission and function are: (1) providing clinical services directly to patients; or (2) the education of healthcare professionals; or (3) serving as fiduciary to patients, the public, or population health; and other organizations that are not otherwise ineligible. Examples of such organizations include:

- Ambulatory procedure centers
- Blood banks
- Diagnostic labs that do not sell proprietary products
- Electronic health records companies
- Government or military agencies
- Group medical practices
- Health law firms
- Health profession membership organizations
- Hospitals or healthcare delivery systems
- Infusion centers
- Insurance or managed care companies
- Nursing homes
- Pharmacies that do not manufacture proprietary compounds
- Publishing or education companies
- Rehabilitation centers
- Schools of medicine or health science universities
- Software or game developers

Types of Organizations That *Cannot* Be Accredited in the ACCME System

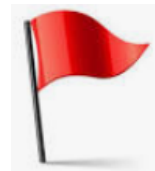
Companies that are ineligible to be accredited in the ACCME System (*ineligible companies*) are those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. Examples of such organizations include:

- 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



What does “Ineligible” really mean?

- Ineligible Company: **ANY** portion of a parent company, sister company (if not separated) or company’s ~~primary~~ business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.



- Can be complex to assess / likely ineligible:
 - Clinics that sell, market, etc. certain products or business lines -
 - Cosmetology
 - Aesthetology
 - Dermatology
 - Dialysis
 - Medication suppliers
 - “Healthcare management” companies

How do I know if a company is Ineligible?



Do they produce, market, sell, re-sell, or distribute **ANY** healthcare products used by or on patients?

- Look on their website for products

Use “[ACCME Structured Self-Assessment](#)”

Check with WNA if not sure.

Eligibility affects “rules” for

- Anyone in control of educational content
- Speakers or planners of educational content that is not for contact hours
- Exhibitors
- Companies that hold product theaters or provide speakers at meals
- Advertising
- Learner materials
- Funding for educational activities
- Sharing learner information
- Room layout or agenda

REFLECTION: Are these Companies Eligible or Ineligible?



Online pharmacy that markets its own brand of medications?



A lab that makes at-home urine test kits?



Pharmacy Benefit Management Company?



Long term care pharmacy supplier owned by a pharmaceutical company that produces proprietary compounds?



Healthcare Management company with a parent company that owns a durable medical equipment company?

REFLECTION: Answers to Eligible or Ineligible?



Online pharmacy that markets its own brand of medications? **INELIGIBLE**



A lab that makes at-home urine test kits? **INELIGIBLE**



Pharmacy Benefit Management Company? **INELIGIBLE**



Long term care pharmacy supplier owned by a pharmaceutical company that produces proprietary compounds? **INELIGIBLE**



Healthcare Management company with a parent company that owns a durable medical equipment company? **INELIGIBLE**

Questions?

Contact

Wisconsin Nurses Association.

Thank you!

