

# Applying the Standards for Integrity and Independence in Accredited Continuing Education

2023 Update

Series: PART C – Managing “Ancillary Activities”  
(Standard 5)

November 3, 2023

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.

# 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?”

View

“Series: PART A –  
Eligibility” Video

## Eligibility / Ineligibility

- New definitions and categories in 2022.
- Ineligible Company: ~~primary~~ Any part of business (or parent, sister company business) is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

Standard 5 -  
Manage  
Ancillary  
Activities  
Offered in  
Conjunction  
with Accredited  
Continuing  
Education

## Sample Agenda – What NOT to do:

**9:00 – 10:00 – Room C**

Planning for New Therapies

M. Gonzales, DNP, Employer: UW Madison

**10:00 – 11:00 – Room C**

Medication Updates

T. Walton, RpH, Employer: Proprietary-Is-Us Pharmaceuticals

No contact hours

**11:15 – 12:15 – Room C**

Simulation Trends and Research

M. Shah, MSN, RN, CEN, Employer: University of Michigan

# Separation of “non-accredited” activities influenced by ineligible companies

5.2.a. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.

a. Live continuing education activities: **Marketing, exhibits, and nonaccredited education** developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. **Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.**

# Sample Agendas – Two Show Compliance w/ Standard-5.2

Appears to be non-compliant	Appears to be compliant	Appears to be compliant
<p><b>9:00 – 10:00</b>            Planning for New Therapies            M. Gonzales, DNP, UW Madison  <b>Room C</b></p> <p><b>10:00 – 11:00</b>            Medication Updates            T. Walton, RpH, Proprietary-Is-Us Pharmacy            No contact hours  <b>Room C</b></p> <p><b>11:15 – 12:15</b>            Simulation Trends and Research            M. Shah, MSN, RN, CEN, University of MI  <b>Room C</b></p>	<p><b>9:00 – 10:00</b>            Planning for New Therapies            M. Gonzales, DNP, UW Madison  <b>Great Hall A/B</b></p> <p><b>10:00 – 11:00</b>            Medication Updates            T. Walton, RpH, Proprietary-Is-Us Pharmacy            No contact hours  <b>Room C</b></p> <p><b>11:15 – 12:15</b>            Simulation Trends and Research            M. Shah, MSN, RN, CEN, University of MI  <b>Great Hall A/B</b></p>	<p><b>9:00 – 10:00</b>            Planning for New Therapies            M. Gonzales, DNP, UW Madison  <b>Great Hall A/B</b></p> <p><b>10:00 – 11:00</b>            Simulation Trends and Research            M. Shah, MSN, RN, CEN, University of MI  <b>Great Hall A/B</b></p> <p><b>Break 30 min</b></p> <p><b>11:30 – 12:00</b>            Medication Updates            T. Walton, RpH, Proprietary-Is-Us Pharmacy            No contact hours  <b>Great Hall A/B</b></p> <p><b>Break 30 min</b></p>

Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.

**9:00 – 10:00**

Planning for New Therapies

M. Gonzales, DNP, UW Madison

**Great Hall A/B**

**10:00 – 11:00**

Medication Updates

T. Walton, RpH, Proprietary-Is-Us Pharmacy

No contact hours

**Room C**

**11:15 – 12:15**

Simulation Trends and Research

M. Shah, MSN, RN, CEN, University of Michigan

**Great Hall A/B**





Remember: Standard 5 applies to “asynchronous” activities too (e.g., live virtual sessions or self-study modules)

## Compliant or Non-compliant?

- You are having “virtual exhibitors” for your four-hour live, virtual (Zoom) activity.
- You arranged a schedule of short, recorded presentations by ineligible companies to be shown during two meeting breaks.
- To make it convenient, participants don’t have to do anything except watch the recorded sessions as they pop up on the screen of your meeting. If they don’t want to watch them, they can leave or not watch during the breaks.

# Standard 5 – Separation of Ancillary Activities

Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships:

5.1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:

5.1.a. Influence any decisions related to the planning, delivery, and evaluation of the education.

5.1.b. Interfere with the presentation of the education.

5.1.c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.

# Checklist for Compliance - Exhibitors

**20b. In the presence of Vendors/Exhibitors from ineligible companies, how is content integrity maintained in the planning, implementation, and evaluation of this learning activity? Check all that apply.**

- Ineligible companies do not influence any decisions related to the planning, delivery, and evaluation of the education.
- Exhibiting does not interfere with the presentation of the education, (i.e., learners are not presented with marketing while engaged in the educational activity.)
- Ineligible companies have not placed any conditions on exhibiting.
- Educational space and exhibit space are clearly labeled and communicated as such so learners can easily distinguish between for-credit education and other activities.
- Exhibiting does not occur in the educational space (physical or virtual) within 30 minutes before or after an educational activity.
- The applicant organization ("Provider") follows the same process to arrange for all exhibitors.
- "Giveaways" from ineligible companies will be kept separate from educational materials/content delivery.
- Names and/or contact information of learners are not shared with any ineligible company or its agents without the explicit consent of the individual learner.
- Other strategies

**Must select all (except "other").**

# Checklist for Compliance – Ineligible Company Presentations

**21b. In the presence of activities conducted by ineligible companies in the SAME educational space, how is content integrity maintained in the planning, implementation, and evaluation of this learning activity? Check all that apply.**

- A 30-minute time interval separates educational content from any activities influenced by ineligible companies held in the same educational space (same room for live activities; same meeting and platform for virtual activities.)
- Learners are not obligated to see or hear information from ineligible companies while engaged in the learning activity.
- Activities influenced by ineligible companies are clearly labeled and communicated as such.
- Names and/or contact information of learners are not shared with any ineligible company or its agents without the explicit consent of the individual learner.
- Other strategies

**Must select all (except “other”).**

# Standard 5 -Separation of Ancillary Activities

5.2.b. Print, online, or digital continuing education activities: Learners **must not be presented with marketing while engaged in the accredited education activity**. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.

5.2.c. **Educational materials** that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, **or disclosure information**) **must not contain any marketing produced by or for an ineligible company**, including corporate or product logos, trade names, or product group messages.

5.2.d. **Information** distributed about accredited education **that does not include educational content**, such as schedules and logistical information, **may include marketing** by or for an ineligible company.

# Checklist for Compliance – Ineligible Company Advertising

**22b. In the presence of advertising by ineligible companies, how is content integrity maintained in the planning, implementation, and evaluation of this learning activity? Check all that apply.**

- Learners are not presented with marketing while engaged in the educational activity.
- Learners are able to engage with the educational content without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
- Educational materials that are part of the education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) do not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
- Ineligible companies do not provide access to or distribute educational information to learners.
- Other strategies

**Must select all (except “other”).**

## Standard 5 -

5.3. Ineligible companies may not provide access to, or distribute, accredited education to learners.

### **Implications:**

- Per ANCC, 2023, ineligible companies may not advertise or provide access to accredited education.

# Back to...Standard 2

2.3 The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

## Implications:

- Know what an ineligible company is.
- Know who might want learner information: exhibitors, commercial support funders.
- **Idea: Build an “opt in” question into your registration.**







Any Questions on:

Standard 5

Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education?

Please re-review the video content and contact WNA for questions if needed.