

Applying the Standards for Integrity and Independence in Accredited Continuing Education

2023 Update

Series: PART D – Commercial Support
Accepting Funding from Ineligible Companies
(Standard 4)

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 4 – Commercial Support

Commercial support is NOT:

- Exhibitors/vendors
- Print / digital advertisements for ineligible companies
- Product theaters or presentations

Commercial support is:

- Financial or in-kind support from an **Ineligible Company**.
- No strings attached money.

- There are no rules for **Eligible Companies**.

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.**



Commercial Support

Per ANCC, ACCME has given this direction in 2023:

- “Meals, breaks or other food/beverages intended for learners of the CE activity (regardless of where they are provided these things) would be commercial support, and must meet all the requirements of Standard 4.”

Common issue: Incomplete management of commercial support

4.1. Decision-making and disbursement: The accredited provider must make all decisions regarding the receipt and disbursement of the commercial support.

4.1.a. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.

4.1.b. The accredited provider may use commercial support to fund honoraria or travel expenses of planners, faculty, and others in control of content for those roles only.

4.1.c. The accredited provider must not use commercial support to pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners in accredited education.

4.1.d. The accredited provider may use commercial support to defray or eliminate the cost of the education for *all* learners.

Common issue: Incomplete management of commercial support

4.2. Agreement:

- The terms, conditions, and purposes of the commercial support **must be documented in an agreement** between the ineligible company and the accredited provider.
- **The agreement must be executed prior to the start of the accredited education.** An accredited provider can sign onto an existing agreement between an accredited provider and a commercial supporter by indicating its acceptance of the terms, conditions, and amount of commercial support it will receive.

Common issue: Incomplete management of commercial support

4.3. Accountability: The accredited provider **must keep a record** of the amount or kind of commercial support received and how it was used, and must produce that accounting, upon request, by the accrediting body or by the ineligible company that provided the commercial support.

4.4 Disclosure to learners: The accredited provider **must disclose to the learners the name(s) of the ineligible company(ies) that gave the commercial support, and the nature of the support if it was in-kind,** prior to the learners engaging in the education. **Disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages.**

Checklist for Compliance – Commercial Support

Commercial Support Adherence:

- All decisions related to faculty selection, planning, delivery, and evaluation are made by the planning committee without any influence or involvement of an ineligible company.
- 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.
- The applicant organization (“Provider”) makes all decisions regarding the receipt and disbursement of the commercial support.
- Commercial support funds are not used to pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners.
- Written commercial support agreements stating the terms, conditions, and purposes of commercial support are signed by all parties before the educational activity.
- The name(s) of the ineligible company(ies) that give the commercial support (and the nature of any in-kind support) is disclosed to learners prior to the educational activity.
- The applicant organization (“Provider”) does not include the ineligible companies’ corporate or product logos, trade names, or product group messages in any educational materials.
- “Giveaways” from ineligible companies will be kept separate from educational materials/content delivery.
- Other strategies

Must select all (except “other”).

Standard 4 Manage Commercial Support Appropriately

Sample Disclosure – what not to do:

Commercial Support provided by:

Super Staffing Solutions
Best Start Pharmacy Benefit Managers

Other Donors:

We Sell You Nutrition Products Company
Big Pharma, Inc. Company
University of Bloomington
Claridge Consulting
Hotel room discount paid directly to Marriott Hotel by Middleman Wholesale Pharmacy Distributors





Any Questions on:

Standard 4

Manage Commercial Support Appropriately?

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