

## WNA Newsletter to Approved Providers – March 2022 - Excerpt

### Differences Between “Clinical in Nature” and “Non-clinical” Content

#### This Information Was Provided by ANCC:

“The spirit of this requirement from the new Standards is to prevent any opportunity for an individual to insert commercial bias towards the products or business lines of an ineligible company.

In order for an activity to be considered non-clinical, the content of the education would need to afford no opportunities for individuals in control of content to insert commercial bias related to the products or services of ineligible companies.

Examples where there are no opportunities for individuals in control of content to insert commercial bias related to the products or services of ineligible companies:

- Leadership skills
- Communication skills
- Preceptor development (leadership and communication skills, not clinical skills)
- Faculty development
- Legislative updates, or review of laws and regulations
- Most nursing self-care topics

Here are examples that may require critical thinking and are situational on the specific content:

- Quality improvement related to falls – is the content about treatment, care in any healthcare setting, patient care (clinical), or a review of policies and procedures and data that does not include any references to caring for patients (non-clinical)
- How a preceptor can provide feedback to an orientee (nonclinical) or how a preceptor can teach an orientee how to change a central line dressing (clinical)”

This information is from WNA in a 2022 posted video presentation:

### Clinical vs. Non-clinical Content



- Is ANY chance of any mention of an ineligible company’s products or business lines in the delivery of the education?
- Is there any discussion of, or recommendations being made for, anything related to caring for a patient or management of their health in any setting?
- Are there scenarios used in the educational content that are based in a setting where health care is provided?