



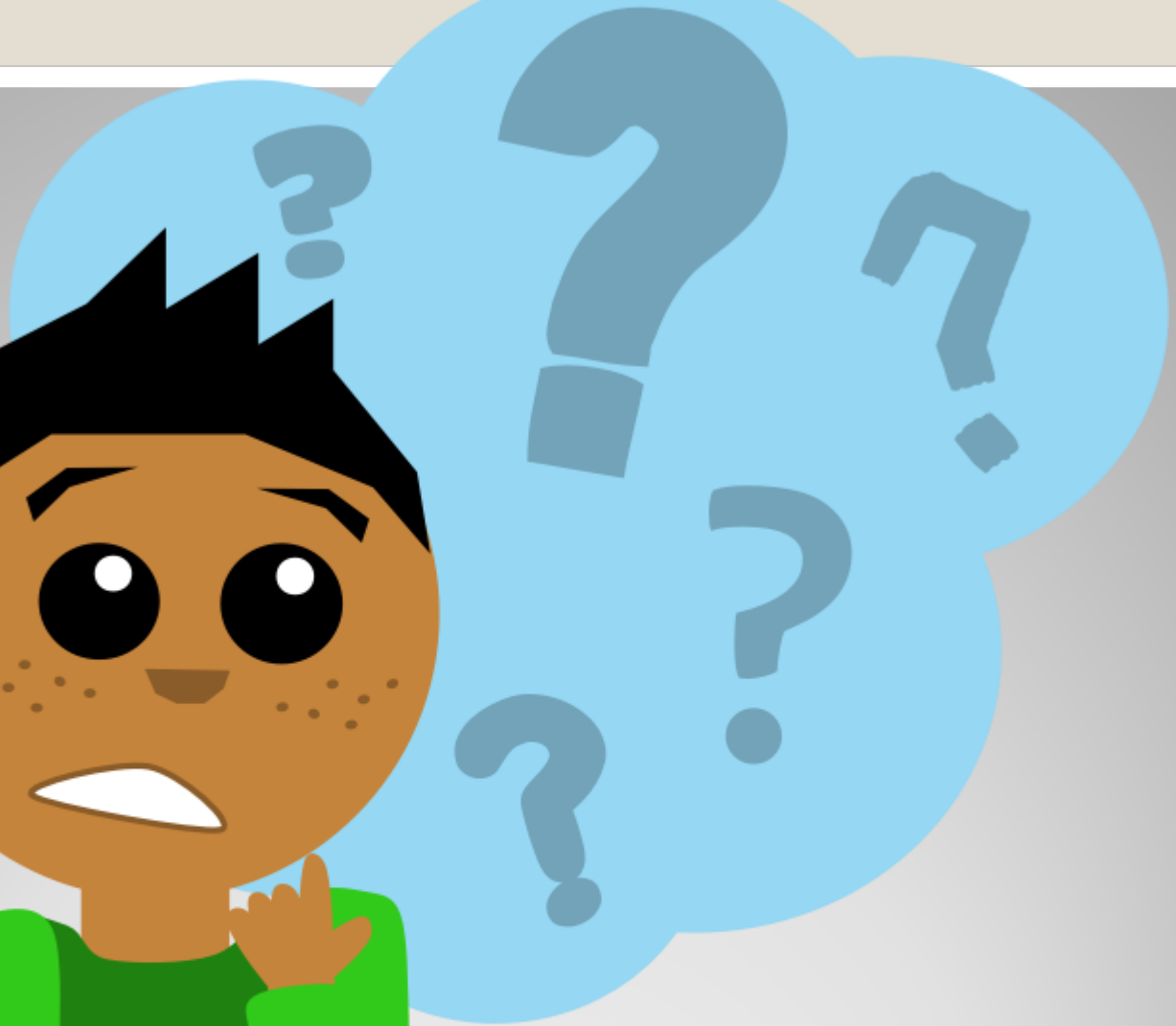
# **Valuable commercial support of CME-CPD vs unacceptable commercial influence**

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# **Declaration of conflict of interest**

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**Is  
sponsorship  
allowed  
?**



**Is  
advertising  
allowed  
?**



**Yes, they are !**



**But under certain  
conditions !**



# **EACCME 2.0**

Greater clarity  
on  
funding  
sponsorship  
advertising





# Unrestricted educational grant

Financial sponsorship offered to a provider by the sponsor through a **transparent** contract.

All funding must be provided free of any attempt of the sponsor to influence the programme, individual sessions, subjects for discussion, content or choice of faculty members.



# General principles

- The education provided must be  
free of any commercial influence or bias  
free of any form of advertising
- Sponsorship must be under the form of an  
unrestricted educational grant
- LEEs / ELMs provided entirely by a pharmaceutical  
or medical equipment industry will  
**NOT** be considered for accreditation



# **Criterion 18 – LEE**

# **Criterion 20 – ELM**

The source of all funding for the LEE must be declared and be made available to learners in a readily accessible manner.



# Funding

- Provider's own funds
- Participants' registration fees
- Unrestricted educational grant from the sponsor
- Exhibition booths during the event
- Commercial symposia organised during the event
- Advertisements outside the scientific programme
- Provision of a range of tools during the event
- ...



**Is  
single  
sponsorship  
allowed  
?**



**Yes, it is !**



**Single sponsorship  
=  
allowed  
if  
unrestricted  
educational grant**



**What are  
the conditions for an  
unrestricted  
educational grant  
?**





In the case the sponsor is  
**a pharmaceutical or  
medical device industry,**  
the sponsor cannot be  
**directly** involved in the  
provision of the event!



# It cannot:

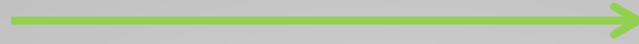
- Invite participants and speakers
- Cover travel/accommodation costs of participants and speakers
- Take part in the organisation of the of the event
- Take part in the development of the scientific programme
- Be on the scientific programme
- ...

Provider  
event

(Educational  
Organisation,  
Scientific Society/Institution)

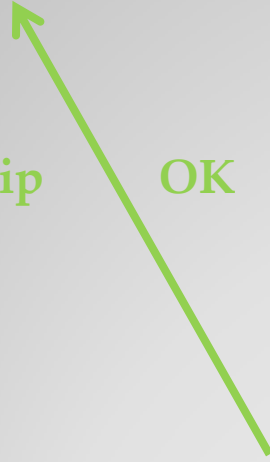
CME/CPD

(Organisation,  
Speakers,  
Participants...)



Indirect  
sponsorship

OK



NO

Direct sponsorship



Funding Industry  
under the form of an  
« unrestricted educational grant »



**Criterion 21 – LEE**

**Criterion 13/14 – ELM**

All educational material /content  
must be free from  
any form of advertising  
and any form of bias.



# LEE

## **Not permissible:**

- Use of a sponsor's name in the title of the scientific programme, session, lecture
- Display of brand names and/or individual company logos in scientific/lectures or scientific programme
- Speaker from the industry on the scientific programme
- Advertising in between pages of the scientific programme
- ...



# ELM

## **Not permissible:**

- Promote a sponsor's product
- Material to be hosted on sponsor's website
- Sponsor's logo on every page of the material
- ...



# LEE / ELM

## Allowed:

Single page acknowledgement  
at the end of the programme book / online  
material where the sponsor(s) is  
recognised for their support.

Advertisements to be placed  
at the end of the programme book.



## **CONCLUSION**

**The EACCME strives to accredit  
unbiased / non-commercial  
scientific education  
but acknowledges the need for  
funding / sponsorship.**

**The EACCME promotes CME/CPD  
in the hands of the medical profession  
for the medical profession!**





**We hope that we have provided the  
answers to your questions.**

**We thank you for your attention!**