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 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

Direct sponsorship
NO

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.
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
- ...

U.E.M.S.
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!