



Involvement of industry in CME

Transcript of Video FAQ
December 18, 2009

<http://education.accme.org/video/accme-video-faq/involvement-industry-cme>

Description: What involvement can industry have in the planning and implementation of CME?

The ACCME has long held that commercial interests and the employees of commercial interests cannot control or influence the content of continuing medical education. That's the underpinning of Independence, of Standard 1 of the Standards for Commercial SupportSM. An accredited provider cannot allow an ACCME-defined commercial interest to control the content, who speaks, the evaluation, the needs assessment for a continuing medical education activity.

Now we know that commercial interests are the device manufacturers, marketers or any producer of products. Many employees, some of them are scientists, some of them are marketing people, some of them are educational people. The question that's asked of the ACCME: Can these employees teach an accredited continuing medical education if we resolve their conflicts of interest? And ACCME says, No. You can't. The management of employees of Industry is not under Standard 2, identification and resolving of conflicts of interest, it's about independence. And the approach to these people is that they're not allowed to teach about their products or their businesses inside accredited continuing medical education.

It doesn't mean they're prevented in all aspects from participating in any way in continuing education. If they're not dealing with their businesses or their products, then they can participate. For example, scientists, they do pure research, they can report on their biology on their discovery's molecular level, but they can't talk about products or its application to the products of their companies or their businesses. That's the line that ACCME has drawn.

Another example is someone who works for a firm that produces sutures and wants to teach or coordinate an advanced trauma life support course because of their experience. Yes, they can participate and coordinate the advanced trauma life support course. What they can't do is teach about wound care in such a course or in any other kind of course. But, they certainly can participate in something that doesn't have anything to do with their business or their product lines.

Employees are people who work for a company and the company can control the content of what they do, can control what they do in their work. Industry can control the research. Industry can control the presentation on wound care. And that's not allowed in independent continuing medical education.

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