



**Guideline for CME/CPD commercial support**

- 1 MOH must have control over the topics, content and speakers selected for the activity\* .
- 2 Any funds received in support of the activity must be provided in the form of an unrestricted educational grant payable to MOH
- 3 All commercial support associated with a CME/CPD activity must be given with the full knowledge and approval of the MOH.
- 4 A MOH must make all decisions regarding commercial support, and must ensure that the following processes are carried out independently of a commercial interest or a commercial interest's surrogate:
  - identification of learning needs and educational objectives
  - selection of educational methods, content and presentation
  - selection of individuals and organizations that may control content
  - evaluation of the activity
- 5 MOH cannot accept advice or services concerning the content of a CME/CPD activity as a condition of receiving funds or services.
- 6 Commercial companies may support reasonable honoraria and professional expenses for those contributing to national or international activities, but these should be handled through the MOH.
- 7 The content and format must promote healthcare and not a business or interest.
- 8 Presentations must give a balanced view of healthcare options.

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\* `The term "activity" is used to include any event, meeting, programme or material that is considered for CME/CPD.



- 9 Whenever possible generic names, rather than trade names, should be used in the course of CME/CPD activities. If trade names are necessary then this should be justified at the time of the activity.
- 10 CME/CPD publicity and written materials must not identify the products or field of interest of the company that fund the activities.
- 11 The educational programme and materials that are part of a CME/CPD activity, including slides, abstracts and handouts, may not contain any advertising, trade or corporate message or corporate "logo".
- 12 Arrangements for exhibits or advertisements cannot influence the planning of a CME/CPD activity, nor interfere with the presentation of the activity.
- 13 Product promotion or advertisement of any type is prohibited within the educational site<sup>†</sup> before, during or after CME/CPD activities.
- 14 Drug or other commercial advertisement must not appear on any of the written materials (preliminary or final programs, brochures or advanced notifications) for the event.
- 15 Commercial or other sponsors must not use the attendance lists held by the MOH as a vehicle for the distribution of promotional material, unless this has been requested by an individual participant<sup>‡</sup>.
- 16 The Programme and promotional material for a CME/CPD event must clearly identify the provider/organizer (MOH), the accrediting or approving body (MOH) and the commercial sponsors relevant to the event.

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<sup>†</sup> An "educational site" means the lecture theatre, meetings room or other venue where the educational content is being delivered.

<sup>‡</sup> The term "participant" is used here to denote an attendee. The term "learner" might also be used, interchangeably



- 17 There should be a single statement of CME/CPD credits that should be a simple factual description of the number of credits/points/hours allocated, and should not be presented in a way that is likely to act, in itself, as a promotional statement.
- 18 The number of credits allocated or applied for must not be stated until this has been confirmed by the MOH.
- 19 A statement regarding CME/CPD credits should be included indicating that the number of credits allocated is a maximum, but the number claimed should reflect the extent of actual learning by the individual participant.
- 20 MOH must disclose to participants: the name and nature of any interest they may have in a commercial company or contract research organisation. If no conflict of interest exists, participants must be so informed.
- 21 MOH must inform participants of the source of all commercial support for an educational program. If commercial support is 'in kind', the nature of the support must be specified.
- 22 MOH must have implemented a mechanism to identify and resolve all conflicts of interest prior to the presentation of any educational activity.

Adopted from:

1. The Association of the British Pharmaceutical Industry, Code of practice for the pharmaceutical industry 2006.
2. Standards for commercial support of CME/CPD activities in Europe 2008.