



AAPA Interpretation of ACCME Standard 4 at Live Meetings

This interpretation is intended to provide guidance to CME providers requesting AAPA Category 1 CME credit for Live Meetings where various types of associated commercial promotion may be present. In addition to Standard 4 of the ACCME Standards of Commercial Support, this interpretation also draws on the Pharma Code, the Council of Medical Specialty Society (CMSS) Code on Interactions with Companies (which AAPA has signed), and the AMA Guidelines on Gifts to Physicians.

This interpretation extends only to promotion related to commercial interests, defined by ACCME as follows:

A *commercial interest* is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.

[ACCME Standard 4: Appropriate Management of Associated Commercial Promotion](#)

Standard 4.2 Product-promotion materials or product-specific advertisement of any type is prohibited in or during CME activities.

- For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity.
- Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.
- Non educational gifts or reminder items displaying corporate brands or logos that may be carried into educational areas are not allowed including but not limited to:
 - Lanyards
 - Registration bags
 - Conference pens
 - Conference notepads
- Note – this does not apply to advertisement items that might be carried into these areas like daily conference paper, coffee sleeves, room keys, etc.
- Product theaters in spaces recognized as devoted to independent educational use *where confusion could occur between what is educational versus what is promotion*.

Standard 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.

References

2009 Pharma Code - <http://www.phrma.org/principles-guidelines/code-on-interactions-with-health-care-professionals>

2011 Council of Medical Specialty Society Code on Interactions with Companies - http://www.cmss.org/uploadedFiles/Site/CMSS_Policies/CMSS%20Code%20for%20Interactions%20with%20Companies%20Approved%20Revised%20Version%203-19-11CLEAN.pdf

ACCME Standards for Commercial Support - <http://www.accme.org/requirements/accreditation-requirements-cme-providers/standards-for-commercial-support>

AMA Guidelines on Gifts to Physicians - <http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/about-ethics-group/ethics-resource-center/educational-resources/guidelines-gifts-physicians.page?>

Questions? Contact AAPA CME Services at cmeapproval@aapa.org

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