

CME Updated Standards Summary and Training Recap

New CME Requirements: ACCME's New Standards

The Accreditation Council for Continuing Medical Education (ACCME) has changed the rules regarding how CME providers (us) interface with industry. These are called the [The Standards for Integrity and Independence in Accredited Education](#) or "The Standards."

Summary of Major Changes that Affect AMDA and Chapters

All CME activities taking place **after January 1, 2022** must adhere to these standards.

Most Important: Learners must directly provide consent or "opt-in" to provide their names and/or contact information to ineligible companies. Providers cannot share, rent, or sell attendee contact lists with ineligible companies or 3rd party mail houses without the explicit consent of the attendee. **See attached slide deck for examples of what is compliant and how to add value for your exhibitors/sponsors.

Terminology Changes

- 1) The Standards of Commercial Support are now The Standards for Integrity and Independence in Accredited Continuing Education (The Standards).
- 2) The term "Commercial Interest" is now "[Ineligible Companies](#)" and still refers to companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. However, there are now many more organizations that are specifically excluded from this definition. These are "[Eligible Organizations](#)".

Commercial Support

- 1) Commercial support is financial or in-kind support provided by an ineligible company to offset the costs of the activity. This includes objects that facilitate education/learning, intended to be used inside the educational space, and are distributed to all learners by the Provider.
 - a. *If these are paid for, created by, and distributed by an exhibitor or sponsor inside the exhibit hall or away from registration, that is considered promotional and does not fall under this section.*
 - b. *If the support is provided by an "eligible organization" (see slides for breakdown), then logos may be used.*
- 2) Commercial support is anything that the attendee would consider to be a part of the activity including swag bags, lanyards, Wi-fi, meeting app, and anything containing education that is provided by the Provider.
- 3) AMDA needs to sign Letters of Agreement (see attached form) before the activity begins.
- 4) Logos are not allowed to be used with these items.

Disclosures and COI

- 1) There is a new form that is a fillable pdf that complies with these updates.
- 2) Providers must now collect ALL financial relationships with the past 24 months for the individual involved in planning, distributing, or teaching the education.

- 3) It is now the provider's (us), not the speaker/planner's, responsibility to identify whether or not a financial relationship is relevant to the content of the education.
- 4) If the relationship is relevant, then it must be mitigated by the following:
 - a. For speakers/faculty: Peer review of slides by a member of the planning committee who doesn't have any relevant financial relationships
 - b. For Planners: Must be recused from reviewing or planning content related to their relevant financial interest
- 5) This process of identification and mitigation of relationships must be documented in your application.
- 6) These relevant relationships must be disclosed to learners before the education begins in a verifiable way, must not include logos, and should include the following statement: "All relevant financial relationships have been identified, mitigated and resolved."

Prevent Commercial Bias & Marketing

- 1) The education space must be free of marketing or promotion from 30 minutes before to 30 minutes after accredited education (CME sessions).
 - a. This means: No selling, no promotion even by speakers of their own services, and no flyers.
 - b. Exhibitors may silently audit an educational session but may not participate in any way so as not to steer the conversation towards marketing or promotion.

Valid Content

- 1) ACCME encourages the discussion of new and evolving topics with little or no evidence base. However, this must be disclosed to learners during the education.

Ancillary Activities (Product Theaters, Exhibits, Receptions, Etc)

- 1) Activities that are sponsored by or feature ineligible companies (formerly commercial interests) must be actively chosen by attendees.
 - a. This includes walking into an exhibit hall, using a separate Zoom link, allowing participants to choose a separate Zoom breakout room, etc.
- 2) If the activity is educational in nature, it must be labeled as "Not for CME" in the agenda, program, or description so that learners know that it is not for credit.
- 3) There needs to be a 30 minute buffer between accredited education (CME sessions) and activities that are sponsored by or feature ineligible companies.