

CME Use of Non-Commercial Support Names and Logos

Effective date: April 2, 2018

Functional area: Continuing Medical Education (CME)

Department: Spectrum Health Office of Medical Education (OME)

1. **Purpose:** To establish a protocol for the use of names and logos of those entities partnering with a direct provider on an educational activity and for speakers from non-commercial interests
2. **Responsibilities:** CME personnel
Spectrum Health Hospitals is accredited by the Michigan State Medical Society to provide Continuing Medical Education (CME) for physicians. The CME Office is responsible for ensuring compliance with the ACCME Essential Areas, Elements, Criteria, Policies and Standards for Commercial Support as well as other regulations as they relate to the quality of CME.
3. **Regulations:**
 - 3.1 Names and logos of non-commercial interests may be used on activity fliers and slides
 - 3.2 CME staff will review for appropriateness
4. **ACCME Definition of Commercial Support/Interest**
 - 4.1 A commercial interest is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.
 - 4.1.1 The ACCME does not consider providers of clinical service directly to patients to be commercial interests - unless the provider of clinical service is owned, or controlled by, an ACCME-defined commercial interest
 - 4.2 Commercial interests cannot be accredited providers and cannot be joint providers. Within the context of this definition and limitation, the ACCME considers the following types of organizations to be eligible for accreditation and free to control the content of CME:
 - 501-C Non-profit organizations (Note, ACCME screens 501c organizations for eligibility. Those that advocate for commercial interests as a 501c organization are not eligible for accreditation in the ACCME system. They cannot serve in the role of joint provider, but they can be a commercial supporter.)
 - Government organizations
 - Non-health care related companies

- Liability insurance providers
- Health insurance providers
- Group medical practices
- For-profit hospitals
- For profit rehabilitation centers
- For-profit nursing homes
- Blood banks
- Diagnostic laboratories

ACCME reserves the right to modify this definition and this list of eligible organizations from time to time without notice.

Reference: <http://www.accme.org/requirements/accreditation-requirements-cme-providers/policies-and-definitions/definition-commercial-interest>, 2018