

# Promotional Exhibits and Materials

**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 promotional exhibits and materials
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 The provision of exhibits at educational activities may serve to complement or enhance the activities' value. At the discretion of the physician responsible, commercial exhibits may be invited to display materials relevant to the subject of the meeting
    - 3.1.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support
    - 3.1.2 Exhibit fees shall be set for the activity. Potential exhibitors shall have equal access to purchasing exhibit space (first come-first serve)
    - 3.1.3 Exhibit fees shall be separate and distinct from educational grants (they are not considered commercial interest)
    - 3.1.4 Fee amounts can be based on amount of space (i.e., 3' table vs 6' table, for-profit vs not-for-profit)
    - 3.1.5 No more than two company representatives per display will ordinarily be permitted
    - 3.1.6 All exhibitors must be in an area separate from the education room, and exhibits must not interfere or compete in any way with the learning experience
    - 3.1.7 Commercial representatives may attend the CME activity at the discretion of the physician responsible for the direct purpose of the representatives own education. They may not engage in sales or marketing during the educational activity
    - 3.1.8 Information on the identity of learners at CME activities is considered to be confidential property

**3.1.9** Exhibits must be in compliance with ACCME Standards for Commercial Support. See [www.accme.org](http://www.accme.org)

**3.2** Printed/Promotional Materials

**3.2.1** Enduring (printed or electronic advertisements) promotional activities of commercial interests must be kept separate from CME. Spectrum Health Hospitals does not permit subtle advertising in conjunction with CME accredited activities. Book bags, pens, paper or other materials that bear the name of a commercial interest and/or its products are prohibited. Educational handouts and slides cannot contain commercial interest trade names, trade logos or product-group messages

- Commercial Interest advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a live CME activity
- Learners shall not be forced to interact with exhibitors and/or promotional activities. Commercial interests are not allowed to engage in sales or promotional activities while located in the designated space of the CME activity

**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