

## Industry Participation as Faculty Policy

Representatives from commercial entities may serve on planning committees and faculty of Case Western Reserve University School of Medicine CME activities in the following specific situations:

- Employees of ACCME-defined commercial interests can control the content of accredited CME activities when the content is not related to the business lines or products of their employer.
- Employees of ACCME-define commercial interests can control the content of accredited CME activities when the content of the activity is limited to basic science research or the processes/methodologies of research, themselves unrelated to a specific disease or compound/drug.
- Employees of ACCME-defined commercial interests can participate as technicians in accredited CME activities that teach the safe and proper use of medical devices.

Neither Sales nor Marketing representatives from commercial entities may serve on the faculty or planning committee of a Case Western Reserve University School of Medicine CME activity.

The Activity Director has a special responsibility to assure fair balance when representatives from a commercial entity are included on the faculty. The Activity Director must demonstrate content review, priority setting, needs assessment, identification of specific professional practice gaps and true discovery and research to ensure that the activity is free from the control of a commercial interest. The Activity Director must implement and monitor a rigorous process of external validation and peer review of the research to ensure the validity of the research process, the results and the conclusions.

The Activity Director must assign the topic to a representative from a commercial entity; under no circumstances may such a representative be allowed to select the topic. The Activity Director must ensure that the selection of content for presentation is based on its relevance and importance to the learners and that persons free of relevant financial relationships handle topic selection oversight.

All faculty members must disclose, identify and resolve conflicts of interest, and each must provide a fair and balanced presentation. It is the ultimate responsibility of the Activity Director to assure conflicts of interest are avoided.

Participation of representatives from a commercial entity on the faculty cannot be a condition for support of a Case Western Reserve University School of Medicine CME activity.