



European Board for Accreditation in Cardiology

GUIDELINES FOR COMMERCIAL SUPPORT FOR CME EVENTS

Introduction

The European Board for Accreditation in Cardiology (EBAC) recognises the important contribution of the healthcare industry to continuing medical education (CME). In recent years, however, the impact of promotional information on the content of CME activities has received increasing attention.

EBAC believes that it is necessary to adopt a principled but balanced approach that will guarantee unbiased CME as well as promote and enhance cooperation with the healthcare industry for the benefit of physicians, and in turn their patients.

Although the objective of EBAC is to preserve the integrity of the medical profession in relation to CME and Continuing Professional Development (CPD), it also recognises the rights of the pharmaceutical and equipment/device industries as business entities to represent their own interests. EBAC wishes to avoid conflicts of interest between the medical profession and the industry.

EBAC believes in the ethical conduct of those involved in organising medical education, and the following guidelines are meant to be a formal expression of the principles already well known to and accepted by the above mentioned parties.

GUIDELINES

- **A CME activity has a scientific and educational purpose only. Undue promotion of specific industry products during the training sessions is not permitted.** If this principle is not respected, EBAC will refuse further accreditation to the Provider.
- The Provider has the exclusive right to design and to execute the CME activity. This includes the definition of the scientific programme, choice of speakers, and the content of the course as well as the mode of presentation.
- EBAC considers contracts in written for relations between providers and sponsors as mandatory and assumes that all relevant issues have been fixed on a contractual basis
- The supporting company will be acknowledged on CME materials showing name and logo of the company
 - on the last page(s) of the program (live events)
 - on the last slide (e-learning materials, links to the sponsor not allowed)
 - at the end of the article (CME in print media).
- The supporting company must not use the EBAC logo or its name in any of its own promotional activities. Sponsors are only allowed to distribute the program as designed by the provider.

- EBAC encourages to
 - mention also the amount of money provided by the sponsor together with the name and logo at the sites indicated above. Further acknowledgements (product trade names etc.) are not allowed.
 - publish honoraria (per event) paid to presenters/chairmen/moderators/authors/course directors (in accordance with applicable privacy protection law).
 - pay honoraria not directly to presenters/chairmen/moderators/authors/course directors

- If commercial exhibits are part of the CME activity, arrangements for the commercial exhibition shall not influence planning or interfere with the presentation of the CME activity, i.e. in particular that these activities have to be placed outside the meeting rooms where the CME/CPD activities take place.
- Sponsors may distribute product information as part of their promotional activities, but only outside the areas, where CME/CPD activities take place.
- Social events should not compete with, nor take precedence over, the accredited CME sessions.
- EBAC does not accredit separately sponsored sessions taking place during the break(s) of the main program of a one day or multi-day conference, and which are not part of the main program (“satellite symposium”). The same applies if such symposia do not take place during a break but run in parallel to the main program (see also EBAC Bulletin No. 3 for more detailed information).

- EBAC requires disclosure of relations to sponsors according to the rules outlined in the document “EBAC Disclosure of Interests Policy and Rules”, incl. further strategies to manage conflict of interests. Furthermore, EBAC assumes the right to request a declaration of interests also from providers (prior to accepting them as a provider).
- EBAC assumes the right to gain insight into contracts between sponsors and providers (and also presenters/chairmen/moderators/authors/course directors, if applicable) in case that there are doubts regarding absence of commercial influence on a CME/CPD activity.