

Faculty Compliance Standards for Accredited CE

Validity of the Content of Accredited CE

- All recommendations for patient care in accredited CE must be based current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options.
- All scientific research referred to, reported, or used in accredited CE in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
- Accredited CE cannot advocate for unscientific approaches to diagnosis or therapy, or promote recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients. Engagement with these topics must be facilitated without advocating for, or promoting, the practices that are not, or not yet adequately based on current science, evidence, and clinical reasoning.

Educational Materials

Educational materials that are part of your lecture (such as slides, handouts, etcetera) **must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.**

Management of Commercial Support

Faculty, planners or others involved with content of an accredited CE activity **must not accept any payments or reimbursements from any ineligible companies.** Ineligible companies cannot pay directly for any expenses related to the education of the accredited CE activity. All payments must be made by Corewell Health Southeast Michigan or our educational partner (if applicable).

Prevention of Commercial Bias

Accredited CE must be free of marketing or sales of products or services. **Faculty must not actively promote or sell products or services that serve their professional or financial interests during the accredited CE.**

It is expected that the **content or format of accredited CE activities will promote improvements or quality in healthcare and not a specific proprietary business interest of an ineligible company.** We employ several strategies to ensure the absence of commercial bias and you are integral to their successful implementation.

1. Completion of the Corewell Health Southeast Michigan CME Disclosure of Financial Relationships form identifying all financial relationships you have had with an ineligible company over the past 24 months. Corewell Health Southeast Michigan CME staff will review your relationships and determine which relationships are relevant to the content you are involved with.
2. Disclosure of all relevant financial relationships to learners prior to their engagement with the accredited CE activity as well as a statement that all relevant financial relationships have been mitigated. If you wish to include your financial relationships on an opening slide in your presentation, that is allowed, but not required.
3. Your participation in an accredited CE activity must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If your educational material or content includes trade names, trade names from several companies should be used where available, not just trade names from a single company.

Please contact the Corewell Health Southeast Michigan CE department if you need assistance with ensuring your presentation complies with these standards. CHEcme@corewellhealth.org

An [ineligible company](#) is defined as a company whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. Organizations whose mission and function are (1) providing clinical services directly to patients; or (2) the education of healthcare professionals; or (3) serving as fiduciary to patients, the public, or population health are not considered to be ineligible.