

RIVERSIDE METHODIST HOSPITAL
CONTINUING MEDICAL EDUCATION

COMMERCIAL SUPPORT GUIDELINES

The Continuing Medical Education (CME) Committee at Riverside Methodist Hospital has passed the following commercial support guidelines effective May 1, 2005. These guidelines were derived from recommendations of the Accreditation Council for Continuing Medical Education (ACCME), the American Medical Association (AMA) and the Pharmaceutical Manufacturers Association (PMA). Revisions have been made based upon the ACCME's revised Standards for Commercial Support, approved in September of 2004.

1. The CME Committee, supported by needs assessment documentation, will dictate the specific subjects/content presented at CME activities sponsored by Riverside. The speaker to present on that particular topic will also be chosen and initially contacted by the CME Committee, CME Office or the physician planner(s) of the activity. The physician planner(s) must be responsible for the organization of each activity. Commercial supporters may be asked to recommend a speaker or provide a list of potential speakers from which to choose. In addition, the CME Committee/Office must determine the objectives, format and evaluation methods. An activity will not be pursued if the speaker is "coming to town" unless prior needs assessment documentation exists.
2. Dinner programs will only be implemented if initially requested by a physician, and must be approved six months in advance. Grant approval is required prior to speaker confirmation.
3. The commercial supporter will then be asked to support the activity with an educational grant to offset the costs associated with the activity such as the speaker's honorarium and travel expenses, etc. All funds provided by the contributing company are to be disbursed only to Riverside, or the joint sponsor if applicable, and must be given with the full knowledge and approval of Riverside's CME Office. (All grant checks must be sent to the attention of the CME Office in the Medical Education Dept. or delivered by the appropriate representative to ensure receipt.) The speaker will be paid/reimbursed directly by Riverside or the joint sponsor if applicable.
4. All aspects of the educational grant must be outlined in a Letter of Agreement and signed by all parties involved, to include third parties, communication companies, joint sponsors, etc. The CME Committee, through the CME Office, must be responsible for all of the finances for the activity. This includes the determination of honoraria, which must comply with our Honorarium Policy. In the case of an exception (i.e. speaker giving multiple presentations for multiple organizations), a final budget will be requested for the activity file.
5. **Any invitations, fliers or other marketing tools must be approved by the CME Manager prior to distribution.** Any brochures or publications promoting a commercially supported CME activity must include the following statement: "This activity is supported by an educational grant provided by [commercial supporter]."
6. Any company providing an educational grant will be recognized for their contributions (i.e. in the brochure, activity handouts/syllabus, conference schedules, website, and/or by announcement). Company representatives may attend a CME conference at the discretion of the physician planner. Any institution-specific information (i.e. specific medical errors discussed) must remain confidential. Representatives wishing to attend must sign a Confidentiality Statement of Understanding.
7. Any representative who wishes to meet with the CME Manager regarding any matter should first contact the CME Office by phone to schedule an appointment (566-4675). Due to the hospital policies, representatives are not to be seen without a scheduled appointment.
8. A copy of the ACCME Standards for Commercial Support, a nationwide policy for all CME providers, accompanies this policy. This provides additional information regarding exhibit requirements, etc.

If you have any questions regarding the above guidelines or the attached Standards for Commercial Support to which all CME sponsors must adhere, please contact the CME Office at (614) 566-4675. Thank you for your cooperation.

Last CME Committee Review/Approval: 04/22/05