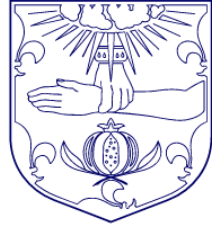


Industry Support and Conflict of Interest

Ian Starke

Director of CPD, Federation of
Royal Colleges of Physicians, UK



Approval by the RCPs

- Commercial sponsorship/vested interests
 - declared
 - do not influence structure or content
- Defined learning objectives
- Appropriate target audience
- Effective teaching methods
- Expert teachers
- Satisfactory evaluation / feedback



Approval by the RCPs

- **Do** accept:
 - Reasonable honoraria, travel and accommodation expenses for speakers
 - Presence of the sponsor(s) at the venue of the meeting
 - Unrestricted educational grants
 - Multiple sponsors
 - Sponsored satellite symposia – *provided all other quality criteria are met.*



Approval by the RCPs

- Do **not** accept:
 - Payments to selected delegates
 - Sponsors in the 'educational areas'
 - Sponsors' logos on presentations
 - Single commercial sponsors where the meeting is exclusively to do with a company product
 - Presentations by commercial employees
 - CPD approval as a form of inducement

ABPI Code of Practice, 2008

19.1 – Hospitality must be strictly limited to the main purpose of the event and must be secondary to the purpose of the meeting ie subsistence only.

The level of subsistence offered must be appropriate and not out of proportion to the occasion.

DRAFT GUIDELINES FOR COMMERCIAL SUPPORT OF CME/CPD ACTIVITIES IN EUROPE.



- Independence
 - Unacceptable (undesirable?) for speakers to be chosen by the sponsor
 - Structure and content independent of sponsors
 - No direct payments to faculty
 - Social events secondary to educational activity
- Content and format
 - Balanced view
 - No commercial interests on planning committee

DRAFT GUIDELINES FOR COMMERCIAL SUPPORT OF CME/CPD ACTIVITIES IN EUROPE.



- Disclosures relevant to potential conflict of interest
 - Nature of vested interest
 - Commercial support/funding received
 - Publicity must not identify products
 - For distance-learning, disclosure comes first
- Guidance on statements on credit allocation
 - Should not appear as an inducement to attend
 - Should not appear at all until credits confirmed

ABPI Code of Practice, 2008

19.3 – When meetings are sponsored by pharmaceutical companies, that fact must be disclosed in all of the papers relating to the meetings and in any published proceedings.

The declaration of sponsorship must be sufficiently prominent to ensure that readers are aware of it at the outset.

DRAFT GUIDELINES FOR COMMERCIAL SUPPORT OF CME/CPD ACTIVITIES IN EUROPE.



- Associated commercial activities
 - Exhibits must not interfere with education
 - Product promotion and sales activities prohibited within the educational site
 - Promotion separated from education in distance learning
 - Product-specific promotion must not appear on programme/written materials/advertising/content
 - Attendance lists must not be used for promotional purposes

Rome Group, March 2008

RCP CPD Approval Guidelines

- www.rcplondon.ac.uk/education/cpd/event-approval/Documents/Guidelines%20CPD%20Event%20Approval.pdf