



MASSACHUSETTS MEDICAL SOCIETY

Every physician matters, each patient counts.

Massachusetts Medical Society Guidelines on Commercial Support of Continuing Medical Education (CME)

These guidelines are intended to insure that MMS directly provided and jointly provided CME activities are fully compliant with the ACCME's Standards for Commercial SupportSM. The intent is to ensure that all activities are free from commercial influence, based upon the best scientific evidence available, and designed to change physician competence, performance-in-practice and/or patient outcomes.

Definitions:

- A commercial interest is defined as any entity producing, marketing, reselling, or distributing health care goods or services consumed by, or used on, patients.
- Commercial support is defined as financial, or in-kind contributions given by a commercial interest, which is used to pay all or part of the costs of an educational activity. "In-kind" refers to the loan or donation of equipment, supplies, and/or services from a commercial entity.

Planners of directly and jointly provided CME activities who apply for commercial support must agree and adhere to the following:

1. The MMS will make all decisions regarding the disposition and disbursement of commercial support.
2. The MMS will refuse to seek or accept commercial support from commercial interest(s) that require us to accept advice or services concerning faculty, content developers, authors, or participants or other education matters, including content, from said commercial interest(s) as conditions of contributing funds or services.
3. All commercial support associated with a CME activity will be given with the full knowledge and approval of the MMS.
4. The terms, conditions, and purposes of the commercial support must be documented in a written agreement between the commercial supporter that includes the MMS and its educational partner(s). The agreement will include the MMS, even if the support is given directly to the provider's educational partner or a joint provider. Both the commercial supporter and the MMS will sign the written agreement.
5. The written agreement will specify the commercial interest that is the source of commercial support.
6. The MMS has written policies and procedures governing honoraria and reimbursement of out-of-pocket expenses for planners, faculty, content developers and authors (see Guidelines on Honoraria below).
7. The MMS, the joint provider, or designated educational partner will pay directly any faculty, content developer or author honoraria or reimbursement of out-of-pocket expenses in compliance with the provider's written policies and procedures.

8. No other payment shall be given to the director of the activity, planning committee members, faculty, content developers or authors, joint provider, or any others involved with the supported activity.
9. If faculty, content developers or authors are listed on the agenda as facilitating or conducting a presentation or session, but participate in the remainder of an educational event as a learner, their expenses can be reimbursed and honoraria are paid for their faculty, content developer or author role only.
10. Social events or meals at CME activities cannot compete with or take precedence over the educational events (see Social Events Guidelines) below.
11. The MMS does not use commercial support to pay for travel, lodging, honoraria, or personal expenses for non-faculty, non-content developer or non-author participants of a CME activity. The MMS uses commercial support to pay for travel, lodging, honoraria, or personal expenses for bona fide employees and volunteers of the provider, joint provider or educational partner.
12. The MMS keeps accurate documentation detailing the receipt and expenditure of the commercial support.
13. MMS acknowledges the receipt of educational grants from commercial interests and makes this information known to learners prior to the beginning of the CME activity, via signage, verbal announcements, and/or web announcements.
14. Educational materials that are part of MMS CME activities, such as slides, abstracts and handouts, do not contain any advertising, corporate logos, trade names or product-group messages.
15. The MMS will not use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.

Social Events at CME Activities

Social events that take place before or after MMS directly or jointly provided CME activities may provide a period of networking and/or collegial interaction among the attendees and/or the faculty members. Because such events must comply with Massachusetts Medical Society, ACCME and AMA standards, adherence to the following guidelines is required:

1. Social events that take place before or after CME activities must be disclosed on CME applications and must not interfere with the CME activities.
2. Social events must be included and separated out in the overall activity budget.
3. The MMS does not allow commercially supported social events at directly or jointly provided CME activities.
4. The total cost for all social events must not exceed \$100 per day per participant per day.
5. The social event(s) must not compete with, or take precedence over, the educational activity, or in the brochures, programs or promotion of the activity.

The MMS Committee on Sponsored Programs reserves the right to limit or deny approval for social events associated with MMS directly or jointly provided CME activities.

Exhibits/Advertising

Organizations that wish to exhibit at MMS must be familiar with the ACCME's Standards for Commercial SupportSM and must sign an Exhibitor Agreement, which in part states:

I acknowledge that I have read, and am in agreement with, the Standards for Commercial Support from the Accreditation Council for Continuing Education (ACCME), specifically Standard 4.0, which discusses the separation of promotional activities and materials from CME content. Exhibitors are asked to limit sales and marketing activities to areas outside of the conference room where the activity takes place. We also request that you refrain from wearing an identifying company badge while in the program conference room. We will provide badges for all attendees at our registration desk upon arrival.

Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

Product-promotion material or product-specific advertisement of any type is prohibited in or during MMS directly provided or jointly provided CME activities. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities are kept separate from CME. For print, advertisements and promotional materials are not interleaved within the pages of the CME content. For computer based CME, advertisements and promotional materials are not visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content. For recorded webinars, advertisements and promotional materials are not included within the CME. There will be no 'commercial breaks.' For live, face-to-face CME, advertisements and promotional materials are not displayed or distributed in the educational space immediately before, during, or after a CME activity. The MMS does not allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.