

STANDARD 2: Prevent commercial bias and marketing in accredited continuing education.

1. The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.

2. Accredited education 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 accredited education.

3. The accredited provider must not share the names or contact information of learners with ineligible company or its agents without the explicit consent of the individual learner.

- “Explicit consent” of learners is active, positive response: the learner must opt in to having their information shared with ineligible companies. This includes the displaying or distribution of rosters that contain only names and cities when exhibitors are present.
- The A. Webb Roberts Center for Continuing Medical Education of Baylor Scott & White Health does not currently have a process in place for collecting “explicit consent” from individual learners and so the practice of providing that information is not allowed in accredited continuing education.

For more information regarding ACCME Standard 2

<https://www.accme.org/accreditation-rules/standards-for-integrity-independence-accredited-ce/standard-2-prevent-commercial-bias-and-marketing-accredited-continuing>