

TAC & Pharmaceutical Industry Policy

Meeting the Guidelines....

Physicians and the Pharmaceutical Industry CMA Policy (2001)

The following guidelines were established by the CMA.

Item

17. The primary purpose of this CME activity is to address the educational needs of physicians and other health care providers in order to improve the health care of patients. [Activities that are primarily promotional in nature should be identified as such to faculty and attendees and should not be considered as CME.]
18. The ultimate decision on the organization, content and choice of CME/CPD in this program was made by the physician organizers.
19.
 - a) The physician organizers will assume responsibility for ensuring the scientific validity, objectivity and completeness of the activity.
 - b) The CME organizers will disclose to participants any financial affiliations with manufacturers of products mentioned during the event or with manufacturers of competing products.
20.
 - a) The ultimate decision on funding arrangements was with the physician organizers.
 - b) The CME publicity and written materials will not identify the products of the companies that fund the program.
21. All funds were in the form of an unrestricted educational grant payable to the sponsoring organization.
22.
 - a) The physician organizers have asked speakers to use generic names rather than trade names in their presentations. [If speakers are going to mention specific products or services, they know they are to present a balanced overview of the prevailing body of scientific

information on the product/services and reasonable alternative treatment options.]

- b) We have asked speakers to disclose any financial affiliations with manufacturer of products or service providers mentioned at the event or manufacturers competing products or services.
23. Promotional displays were not influenced by industry sponsorship of the activity. [It is preferable that promotional displays not be in the same room as the educational activity.]
24. a) Travel and accommodation arrangements, social events avenues are in keeping with arrangements that would normally have been made without industry sponsorship. [For example, the industry sponsor should not pay for travel or lodging costs or for other personal expenses of physicians attending an event. Subsidies for hospitality should not be accepted outside of modest meals or social events that are held as part of a conference or meeting. However, course faculty may accept reasonable honoraria and reimbursement for travel, lodging and meal expenses. Scholarships or other special funds to permit medical students, residents, and fellows to attend educational events are permissible as long as the selection of recipients of these funds is made by the academic institution.]
- b) No payment shall be made by companies for expenses, grants and honoraria to physicians other than those participating in the role of faculty (i.e. speaking at or moderating CME programs) or having a significant organizational responsibility for CME events.

Approved by the TAC Executive March 2003