

CONTENT WITHOUT COMMERCIAL BIAS

From ACCME Standards for Integrity and Independence in Accredited Continuing Education

– The content of abstracts, posters and oral presentations must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest. Presentations must avoid commercialism and may not contain any logos, commercial branding or messaging.

– Abstracts, posters and oral presentations must give a balanced view of therapeutic options. If the content includes trade names, where available, trade names from several companies should be used, not just trade names from a single company, and **they should be limited to the material and methods section only**. Generic terms contribute to impartiality, and should be used in title and in the body of the abstract.

COMMERCIAL INFLUENCE AND BIAS

From EACCME Criteria for the Accreditation of Live Educational Events (LEEs), General principles:

- the education provided must be free of any commercial influence or bias;
- the education provided must be free of any form of advertising;
- sponsorship must be under the form of an unrestricted educational grant;
- LEEs provided entirely by a pharmaceutical or medical equipment industry will not be considered for accreditation.

All educational material must be free of any form of advertising and any form of bias.

The EACCME® will reject any application that, in its opinion, includes advertising of any product or company directly related to any educational material (essential criterion).

Specific examples that will lead to automatic rejection of an application include:

- the use of a sponsor's name in the title of the scientific program, a scientific session or a scientific lecture, scientific abstract or scientific poster;
- the display of brand names and/or individual logos in scientific lectures, in scientific abstracts, scientific posters or in the scientific program.