



## Sponsor Support for Accredited Activities

Category:	Continuing Medical Education
Number:	N/A
Responsibility:	Associate Dean, Continuing Medical Education
Approval:	College of Medicine Faculty Council
Date initially approved:	March 25, 2020, College of Medicine Faculty Council

### Purpose:

The purpose of this policy is to:

- Outline a clearly defined role for sponsors of Continuing Medical Education (CME) activities, whether developed, co-developed or accredited by the Division of CME in the College of Medicine, University of Saskatchewan.
- Safeguard high-quality continuing medical education (CME) activities from commercial influence

This policy and related procedures are in accordance with the [National Standard for Support of Accredited Activities](#) and the [Canadian Medical Association \(CMA\) Guidelines for Physicians in Interactions with Industry](#).

### Principles:

The planning and design of CME content (including but not limited to curriculum, venue, speakers, facilitators etc.) must be free from commercial influence, based on scientific evidence, and focused on improving the skills and knowledge of learners. Opportunities to support CME content is possible but through the exclusive form of an Unrestricted Educational Grant.

Presenters (as overseen by the Scientific Planning Committee) are required to complete a written declaration of conflict of interest and in the cases where potential bias exists, describe the process through which they will mitigate such bias. This declaration must also be presented in both verbal and visual formats in the presentation. (Link to COI policy here)

## Definitions:

**Continuing Professional Development Activities:** Activities can include programs, seminars, conferences, workshops, lectures, online programs, and the production of learning resources designed for participation or use by health professional learners.

**Sponsor:** An individual, group, corporation or organization (for-profit and not for-profit) who provides financial or in kind support, including goods or services in support of accredited educational activities, learning resources, or tools.

**Sponsorship:** The process by which an individual, group, corporation or organization provides financial and in-kind support for the development, delivery or evaluation of an accredited CPD activity, learning resource or tool.

**Scientific Planning Committee (SPC):** A group of target audience representatives responsible for the identification of the educational needs of the intended target audience; development of educational objectives; selection of educational methods; selection of scientific planning committee members, speakers, moderators, facilitators and/or authors; development and delivery of content; and evaluation of outcomes of an accredited CPD activity.<sup>1</sup>

**Unrestricted Educational Grant:** This refers to financial or in kind support for CME content in which it is understood that the donor has no influence over elements of speaker choice, speaker content or learner group.

## Scope of this Policy:

This policy applies to commercial sponsors of CME events, Scientific Planning Committees and staff within CME at the University of Saskatchewan.

## Policy:

The document [National Standard for Support of Accredited Activities](#) covers all details of the oversight of this policy. This policy applies to all CME activities where financial and in-kind support is accepted to contribute to the development, delivery and/or evaluation of accredited CPD activities.

The key elements of these standards include:

1. Independence
2. Content development
3. Conflict of interest
4. Receiving financial and in-kind support
5. Recognizing financial and in-kind support

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<sup>1</sup> National Standard for Support of Accredited CPD Activities, 2017, V. 23.1, Glossary of Terms, page 10

6. Managing commercial promotion
7. Unaccredited CME activities

A written agreement must be in place for all sponsorships and signed by both CME and the sponsoring party. Upon request, CME may be required to disclose how sponsorship funds were used.

Speakers must declare relationships with for-profit, not-for-profit and public sector organizations.

Funds provided by sponsors must be unrestricted and must be used generally to offset the costs of executing the event.

All financial and in-kind support will be disclosed to participants through a sponsorship acknowledgement display and opening remarks.

Products names, logos and other branding will not appear on or near any educational materials or activities.

## Responsibilities

Under this policy, CME event coordinators are responsible for operationalizing the policy and related procedures.

Sponsoring organizations are not permitted to sit on programming committees and industry representatives are not permitted to participate in decisions as to program curriculum, content, speakers, educational formats etc.

## Non-compliance:

Any breaches in adherence to this policy will be addressed by the Associate Dean, Director of Accreditation and Manager, CME.

In some cases, sponsorship support will be declined.

## Procedures:

Contact the [Division of CME](#) for the Event Procedures Manual, which includes procedures related to event sponsorship.

Related documentation includes:

- CME Conflict of Interest Policy ([add link](#))
- CME Sponsorship Engagement Levels



Sponsorship  
Engagement Levels\_CI

- CME Sponsorship Reply Form



Template -  
Sponsorship Reply Fo

## Contact:

Associate Dean, Continuing Medical Education