

CRITERION 17 **Non-commercialism**

All continuing pharmacy education programs should provide for an in-depth presentation with fair, full disclosure as well as objectivity and balanced. Appropriate topics and learning activities shall be distinguished from those topics and learning activities that are promotional or appear to be intended for the purpose of endorsing either a specific commercial drug or other commercial product (as contrasted with the generic product/drug entity and its contents or the general therapeutic area that it addresses), or a specific commercial service (as contrasted with the general service area and/or the aspects or problems of professional practice that it addresses). Wherever possible, objective sources of information should be cited.

Guideline 17.1

Continuing pharmacy education activities may be supported by funds received from external sources. Accredited Providers will be held responsible for the administration, content, quality, and integrity of all continuing pharmacy education activities.

Guideline 17.2

Accredited Providers are responsible for the quality, content, and use of instructional materials or post-program documents that are prepared with the support of outside organizations.

Guideline 17.3

Providers are expected to be rigorous in their efforts to assure that all educational programs and associated materials are free from promotional influence and/or content. Issues to be addressed include the following:

- (A) The use of written agreements when external support is obtained;
- (B) Appropriate disclosure of any significant relationship between funding organization(s) and program faculty;
- (C) The avoidance of promotional activities or materials as an integral part of the program or program materials or in any manner which interferes with or interrupts the educational activity;
- (D) Disclosure of limitations on information, including, but not limited to: data that represents ongoing research; interim analysis; preliminary data; or unsupported opinion. Also included are opinions or approaches to patient care that, while supported by some research studies, do not represent the only opinion or approach to patient care supported by research.