CME Content Development and Conflicts of Interest
Course Director / Planning Committee Guidance Document

The University of California, San Diego School of Medicine is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. Per ACCME guidelines, anyone in control of content for a CME activity must disclose financial relationships with commercial interests. A commercial interest is: “any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.”

UC San Diego CME is responsible for identifying and mitigating (or resolving) all conflicts of interest (COI) as a result of this disclosure. This process utilizes multiple mechanisms and may involve peer review of presentation materials.

As a Course Director / Planning Committee member you are expected to:

☐ Submit your conflict of interest disclosure at the start of the planning process/at the time the accreditation application is submitted. If you as a course director have conflicts of interest, you will be encouraged to bring additional planning members on board who do not have such conflicts, to ensure that the content developed is balanced and that the selection of topics/speakers is not influenced by any such COI. Anyone refusing to disclose financial relationships will be disqualified from participation. Note that employees of commercial interests are not eligible to control the content of CME. If you are in this category, you may not serve as a course director or planning committee member.

☐ Ensure that the content developed is evidence-based and well-rounded (all available treatments, data, drugs, devices, studies, etc.) and does not promote a specific proprietary business interest of any commercial interest. The selection of speakers and topics should follow a robust gaps analysis/needs assessment and development of educational objectives. Only once the need and desired outcome for the activity has been established should the selection of talks/speakers take place.

☐ Ensure that you do not make recommendations to include content that is related to commercial interests with whom you have a relationship. Content must give a balanced view of companies and therapeutic options.

☐ Avoid the inclusion of industry employees as moderators/speakers/authors to ensure compliance with ACCME Standard for Commercial Support 1: Independence.

☐ Ensure that speakers use generic names, rather than brand names. If a brand name has educational value, the generic name should be listed first and brand names from several companies should be used (not just from a single company).

☐ Ensure that the use of all/any logos of commercial interests are removed from presentation slides.

☐ Participate in active peer review of presentation slides as needed if requested to do so by UC San Diego CME. Multiple factors will determine a need for peer review which includes (but is not limited to) commercial support awarded the activity, content of activity/titles of talks, and level of COI amongst the planning committee and speakers.

Questions? Contact cmeaccred@ucsd.edu or 858-534-8587