

Content Validation Policy

The content or format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific-proprietary business interest of a commercial interest. (SCS 5.1) [SCS=Standards for Commercial Support from ACCME]

- Colors or other design elements that are part of a product- promotional campaign shall not be used in the educational material for a CME activity discussing that product.
- Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME educational material or content includes trade names, where available, trade names from several companies should be used, not just trade names from a single company.
- CME activity content and format shall comply with the Food and Drug Administration (FDA) Final Guidance on Industry-Supported Scientific and Educational activities.
- CME activity content and format shall comply with the American Medical Association (AMA) definition of continuing medical education and Ethical Opinion 9.011 [AMA Regulations and Opinions]
- When unlabeled commercial products are addressed in the educational activity, the Medical University of South Carolina Office of CME requires the presenter to disclose to the participants that the product under discussion is not labeled for use or announce that the product is investigational.

3.3.13 Policy on Content Validation

Definition of CME: "CME consists of educational activities that serve to maintain, develop or increase the knowledge, skills, professional competence and relationships a physician uses to provide services for patients, the public, or the profession. The content of CME is the body of knowledge and skills generally recognized and accepted by the profession as within the basic medical sciences, the discipline of clinical medicine and the provision of health care to the public." [ACCME Policy 1982-B-03]

- All recommendations involving clinical medicine in a CME activity must be based on evidence that is accepted within the profession of medicine as adequate justification for their indications and contraindications in the care of patients. [ACCME Policy 2002-B-09]
- All scientific research referred to, reported or used in a CME activity in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection and analysis. [ACCME Policy 2002-B-09]

All recommendations, treatment or manners of practicing medicine discussed in a CME activity must be within the definition of CME and must not be known (a) to have risks or dangers that outweigh the benefits or (b) to be ineffective in the treatment of patients. [ACCME Policy 2002-B-09]