

To comply with **Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education** of the **Standards for Integrity and Independence in Accredited Continuing Education**, <https://accme.org/accreditation-rules/standards-for-integrity-independence-accredited-ce>, the CCEHS is responsible for ensuring that education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with accredited continuing education.

Ineligible companies are those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients

Nonaccredited education is content that is developed by or with influence from an ineligible company or with planners or faculty with **unmitigated financial relationships**. CE credits are not being awarded.

Learners must be able to easily distinguish between accredited and nonaccredited content. For this reason, the following guidelines **must** be followed:

➤ **Live activities—applies to all synchronous activities, whether in person or virtual:**



- **There must be 30-minute intervals between accredited activities and other activities.** Said differently, nonaccredited education must not occur in the educational space within 30 minutes before or after an accredited education activity.
- Learners must be able to engage with the education without being presented with product promotion or advertisement.
- Activities that are part of the event but are not accredited must be clearly labeled and communicated as such.

➤ **Print, online, or digital activities:**

- Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
- Content that is part of print, online, or digital activity but not accredited must be clearly labeled and communicated as such.

➤ **Educational materials in accredited activities:**

- Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.

Note: For information on receiving funding from ineligible companies and managing marketing (e.g., exhibits) visit **Guidance on Receiving Funds and Managing Marketing by Ineligible Companies, XXXXXX.**