

## ROLE OF THE COMMERCIAL SUPPORTER'S REPRESENTATIVES GUIDELINES

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### **AUDIENCE RECRUITMENT**

The primary method of audience recruitment for all OCME sponsored continuing medical education activities will be direct mail to target audience. To supplement recruitment when needed, we may request your assistance in distributing the invitational materials to health care professionals in your geographic area who have an interest in a CME program on a particular topic.

### **SITE LOGISTICS**

OCME or our representative will have an onsite meeting moderator to coordinate site functions, facilitate registration, and liaison with the faculty. As the ACCME accredited sponsor of an educational activity, the OCME will not allow a commercial supporter's representatives to be responsible for logistical execution of programs.

### **ATTENDANCE AT ACTIVITY**

Strict rules have been established limiting the role of the representative and prohibiting promotion during the CME activity. Compliance with these guidelines is mandatory. Failure to comply may result in cancellation of the activity. To protect the interests of your company and the University of Pennsylvania School of Medicine, as well as our physician participants, strict compliance with the following guidelines is required.

### **AUDIENCE RECRUITMENT**

As an accredited CME provider, University of Pennsylvania School of Medicine may allow representatives of the commercial supporter to directly distribute CME invitations to physicians; however, they **must** follow specific guidelines.

#### **Activities Permitted**

- Representatives may distribute activity announcements developed by the OCME to potential participants prior to the scheduled activity.
- Representatives are encouraged to invite as many physicians as possible.

#### **Activities Not Permitted**

- Representatives may not selectively distribute activity announcements or invitations. Representatives should distribute invitations to a variety of physicians in their respective geographic areas.
- Representatives may not give physicians product promotional materials when inviting them to a CME event.
- Representatives may not present any CME activity as that of their company.

As an example; It is appropriate to say, "COMPANY has given an educational grant in support of this CME symposium on TOPIC. We hope you will attend to learn more about current treatment strategies;" however, it is inappropriate to say, "Please attend this COMPANY CME activity on PRODUCT." This statement is neither accurate nor allowed.

- Representatives may not call to register participants. Participants or their office personnel must call to register for the activity.
- Representatives may not distribute promotional materials immediately before, during, or after the activities to participants in a group session (ie, pens, pads of paper, key chains, coffee mugs, napkins.)
- Representatives may not compensate participants for their attendance by offering to pay for travel, personal expenses, and/or time out of the office; nor may representatives provide gifts or other inducements to potential participants.

### **ATTENDANCE AT ACTIVITY**

Representatives are encouraged to attend CME activities for the educational value of the program. The following guidelines insure an unbiased learning environment for attendees.

#### **Activities Permitted**

- Representatives should wear name badges (either a company badge or the conference badge), sit at the back of the room, and keep a low profile.

#### **Activities Not Permitted**

- Representatives may not engage in sales activities (eg, no product displays, detailing, or promotion) while in the room or proximate to the room where the activity takes place.
- Representatives may observe but not participate in symposium presentations.
- Representatives may not review presentation materials and activity guidebooks with physicians.
- Promotional activities may **NOT** take place in the same room prior to, during, or following the activity.
- Representatives may not participate in the question and answer portion of the activity by asking questions or influencing or suggesting questions asked by the participant.
- Representatives may not provide entertainment associated with any OCME sponsored activity.
- The accredited provider or our designee must provide all food and beverages for the activity and representatives may not be directly involved.
- Representatives may not drive speakers to CME lecture as the CME provider or their designee must remain in control of all planning and execution stages of a CME activity