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**ACPE Standards for Continuing Pharmacy Education (CPE)**

**Standard 5: Standards for Integrity and Independence**

**Frequently Asked Questions**

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| **5.1: Ensure Content is Valid** |

**What is meant by "giving a fair and balanced view of diagnostic and therapeutic options?"**

Accredited CE must be free of commercial bias and must not promote products or services. Accredited CE must promote improvements in healthcare. A "balanced view" means that recommendations or emphasis must fairly represent, and be based on, a reasonable and valid interpretation of the information available on the subject (e.g., "On balance the data support the following..."). A "balanced view of therapeutic options" also means that no single product or service is overrepresented in the education activity when other equal but competing products or services are available for inclusion.

**What if an activity does in fact imply that a certain product or service is better than another?**   
CPE exists to support the practice change and learning -- so as to increase pharmacists’ ability to participate in providing quality or improved healthcare. ACPE expects providers will always be able to demonstrate how each activity contributes to quality and/or improvement in healthcare, and is, therefore, aligned with what is in the best interest of the public.

**Can we discuss drugs by brand name?**

Generic names should be used. If brand names are included, all brand names for a given generic product should be listed.

**Since the updated Standards for Integrity and Independence do not mention off-label usage, does that mean that disclosure for off-label uses is no longer required or that discussion of off-label uses is not allowed in a CPE activity?**   
Discussion of off-label uses are certainly allowed in CPE activities. However, providers are no longer required to have a mechanism in place to ensure that off-label or investigational uses are disclosed as such. ACPE encourages providers to guide faculty to include the level of evidence regarding all clinical and therapeutic recommendations for educational activities. Specifically, all the recommendations in a CPE activity must be based on current science, evidence, and clinical reasoning. All scientific research referred to, reported, or used in accredited education in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.