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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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| **5.2: Prevent Commercial Bias and Marketing in Accredited Continuing Education** |

**Can an accredited provider ask an ineligible company for suggestions related to topics or speakers for CE activities?**

No. There is no reason for a provider to request suggestions for speakers or topics from ineligible companies, since it is unacceptable to act upon their suggestions. CE providers cannot receive guidance, either nuanced or direct, from an ineligible company on the content of the activity or on who should deliver that content. If the provider implements the suggestions of the ineligible company then this creates a situation where the independence of CE from the ineligible company is undermined.

**Are providers allowed to promote anything about their own company (e.g., future meetings, benefits of membership) in the educational space during breaks before/after the accredited education?**

The intent of Guideline 2 is to ensure that CE content itself does not promote products or services that serve the professional or financial interests of the individuals controlling content. Therefore, the Standard prohibits the promotion of products or services during accredited education. If your organization is promoting its products and services (educational offerings, membership benefits, etc.) before or after the CE activity, and not during, that would be allowed.

**What is meant by “explicit consent of the learner”?**

The accredited provider is expected to explain to learners that you intend to share their information with an ineligible company. You can do that at registration; however, the learner must have the ability to opt in or opt out and still register for your activity. The consent statement must be clearly visible. If the statement is hidden in a long list of terms and conditions, that would not meet the expectation.