



# Know the Difference: *Commercial Support, Sponsors, & Exhibitors*

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# ANCC Credentialing Language

## The Confusing 4 C's

- Content Integrity
- Commercial Interest
- Conflict of Interest (COI)
- Commercial Support

# ANCC Content Integrity Standards

<http://www.nursecredentialing.org/Accreditation-CEContentIntegrity.pdf>



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**American Nurses Credentialing Center's  
Content Integrity Standards  
for Industry Support in Continuing Nursing Educational Activities  
(Effective date: 1/1/2013)  
(Updated: 5/1/2013)  
(Updated: 8/8/2014)**

- A. Introduction
- B. Definition of a Commercial Interest Organization
- C. Related Organizations
  - 1. Separate federal tax ID number
  - 2. Separate legal entity
  - 3. Operational structure separation
    - a. Phone, fax line, email
    - b. Web sites/links to web sites;
    - c. Electronic databases and hard copy documents;
    - d. Written policies and procedures
    - e. Governance structure and personnel;
    - f. Independent decision making
  - 4. Control of educational content
- D. Types of Commercial Support for Continuing Nursing Educational Activities
  - 1. Financial Support
  - 2. "In-Kind" Support
- E. Ensuring Content Integrity of an Educational Activity in the Presence of Commercial Support
  - 1. Written agreement between Commercial Interest and Provider
  - 2. Payments
  - 3. Unused Funds
  - 4. Accounting of Expenses
  - 5. Joint Providership
- F. Conflict of Interest Evaluation and Resolution
- G. Additional Criteria for Ensuring Content Integrity
  - 1. Promotion
  - 2. Advertisements
  - 3. Recruitment
  - 4. Confidentiality
  - 5. Advertising an Educational Activity

# GOAL: Quality Education -- Free of Bias

## Content Integrity

- Actual or potential conflicts of interest are resolved
- Content is based on best available evidence
- Independence from commercial interest organizations funding the activity (commercial support)
- Free from promotional activity

# Commercial Interest Organization

The American Nurses Credentialing Center (ANCC) defines an organization as having a commercial interest (“Commercial Interest Organization”)\* if it:

- Produces, markets, sells or distributes health care goods or services consumed by or **used on patients**;
- Is owned or operated, in whole or in part, by an organization that produces, markets, sells or distributes health care goods or services consumed by or used on patients; or
- Advocates for use of the products or services of commercial interest organizations.

# Conflict of Interest

A conflict of interest (COI) exists when three conditions are present:

1. An individual is in a position to control content of the educational activity, and
2. The individual has a financial relationship with a commercial interest\* organization, and
3. The products and/or services of the commercial interest\* organization are relevant to the content of the educational activity

# Commercial Support

- Commercial support is:
  - Financial support – money supplied by a commercial interest organization (examples – unrestricted grant, donation, scholarship)
  - “In-kind” support – materials, space, or other nonmonetary resources or services (examples – human resources, marketing services, physical space, AV or teaching tools)
- Signed agreements between parties required by ANCC must be submitted with Individual Activity Applications for approvals and in the activity files for Approved Providers
- Clear accounting of expenses

# Funding for Educational Activities

- Participant Registration Fees
- Grants
  - Commercial Support
  - Sponsors
- In-Kind Support
  - Commercial Support
  - Sponsors
- Exhibitor Fees



# Sponsorship

- Support from an entity that is not a commercial interest organization
  - Examples – hospital, organization, bank
- Agreements between parties not required by ANCC in the activity file – but may be recommended for nurse planner to document agreement of funding or in-kind support that can be referenced if conflict occurs.

# Exhibitors

- Commercial Interest Organizations
- Exhibiting, promoting and selling products may not take place during an educational activity
  - Introduction, during, or conclusion
- Marketing or advertisement for exhibits, promotions or sales may not be included within educational activity content (slides, handouts, enduring materials)
- Marketing or advertisement for exhibits, promotions or sales must take place in a location that is physically separated from the area where educational content is delivered.

# Key Takeaways

- It's all about preventing commercial influence in CNE.
- Not a commercial interest company by ANCC definition if the company's products and services are not used on patients.
- Exhibitors are commercial interest companies but not ANCC definition of commercial support funding – only monies paid for a service -- to exhibit at your event.
- Sponsors are non-commercial interest companies.

# WMSD Resources

- WMSD Website
  - <http://www.westernmsd.org/MainMenu/CE>
- WMSD Resources – Individual Activity Applications or Approved Providers
  - ANCC Content Integrity Standards
  - <http://www.nursecredentialing.org/Accreditation-CEContentIntegrity.pdf>
  - Commercial Support Agreement
- WMSD Website FAQs
  - <http://westernmsd.org/MainMenu/CE/Frequently-Asked-CNE-Questions>

